

The **WALT DISNEY** Company

**Where Dreams Come True**

# **Fact Book 2006**



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## **Welcome to The Walt Disney Company Fact Book 2006**

The Walt Disney Company's Fact Book 2006 highlights Disney's newest parks initiative, *Where Dreams Come True*, since this encapsulates so much of what Disney is about.

Making dreams come true has always been central to this company over the course of its 83-year history. This ability continues to be powered by our creative content, from *Pirates of the Caribbean: Dead Man's Chest* to *Cars* to *High School Musical* to *Grey's Anatomy* to the new *Expedition Everest* attraction at Walt Disney World. Further enhancing the quality and delivery of this content is our renewed emphasis on technology, which is allowing us to increasingly bring the Disney experience to consumers when they want it, how they want it, and where they want it. In this digital era, just about anything is possible...which is a wonderful thing when you're in the dream-making business!

In this Fact Book, we highlight the Company's principal business segments and performance and key events from throughout the Company's history. We also showcase our current Company-wide initiatives, and give you a glimpse into what The Walt Disney Company has in store for audiences around the globe.

We hope you will enjoy Fact Book 2006 and greatly appreciate your interest in The Walt Disney Company.

Sincerely,

Bob Iger  
President and Chief Executive Officer

Tom Staggs  
Senior Executive Vice President and Chief Financial Officer

# Management



## Management Executive Team



**Robert A. Iger**  
President and Chief Executive  
Officer, The Walt Disney  
Company



**Thomas O. Staggs**  
Senior Executive Vice President  
and Chief Financial Officer, The  
Walt Disney Company



**Alan N. Braverman**  
Senior Executive Vice President,  
General Counsel and Secretary,  
The Walt Disney Company



**Kevin A. Mayer**  
Executive Vice President,  
Corporate Strategy, Business  
Development and Technology,  
The Walt Disney Company



**Wesley A. Coleman**  
Executive Vice President and  
Chief Human Resources Officer,  
The Walt Disney Company



**Christine M. McCarthy**  
Executive Vice President,  
Corporate Finance and Real  
Estate and Treasurer, The Walt  
Disney Company



**Zenia B. Mucha**  
Executive Vice President,  
Corporate Communications, The  
Walt Disney Company



**Preston R. Padden**  
Executive Vice President,  
Worldwide Government  
Relations, The Walt Disney  
Company



**Kerry Chandler**  
Senior Vice President, Corporate  
Responsibility, The Walt Disney  
Company



**Ronald L. Iden**  
Senior Vice President, Global  
Security, The Walt Disney  
Company



**Brent A. Woodford**  
Senior Vice President, Planning  
and Control, The Walt Disney  
Company

## Management Business Units



**Andy Bird**  
President, Walt Disney  
International



**George W. Bodenheimer**  
Co-Chairman, Disney Media  
Networks and President, ESPN,  
Inc. and ABC Sports



**Richard W. Cook**  
Chairman, The Walt Disney  
Studios



**Andrew P. Mooney**  
Chairman, Disney Consumer  
Products Worldwide



**James A. Rasulo**  
Chairman, Walt Disney Parks and  
Resorts



**Anne M. Sweeney**  
Co-Chairman, Disney Media  
Networks and President, Disney-  
ABC Television Group



**Stephen H. Wadsworth**  
President, Walt Disney Internet  
Group

## Management Board of Directors



**John E. Bryson**  
Director since 2000



**John S. Chen**  
Director since 2004



**Judith L. Estrin**  
Director since 1998



**Robert A. Iger**  
Director since 2000



**Steven P. Jobs**  
Director since 2006



**Fred H. Langhammer**  
Director since 2005



**Aylwin B. Lewis**  
Director since 2004



**Monica C. Lozano**  
Director since 2000



**Robert W. Matschullat**  
Director since 2002



**George J. Mitchell**<sup>1</sup>  
Chairman of the Board since  
March 2004



**Leo J. O'Donovan, S.J.**<sup>2</sup>  
Director since 1996



**John E. Pepper, Jr.**<sup>3</sup>  
Director since 2006



**Orin C. Smith**  
Director since 2006

1. Retired as director and Chairman of the Board, The Walt Disney Company, effective Dec. 31, 2006
2. Retires as director effective March 8, 2007
3. Chairman of the Board, The Walt Disney Company, effective January 1, 2007

# Operations





## Operations

### Media Networks

#### Profile

The Media Networks segment encompasses the Company's Broadcasting and Cable businesses, as well as its Internet and digital media operations.

Disney's Cable Networks include all of the ESPN sports networks and brand extensions, Disney Channel Worldwide, ABC Family, Toon Disney, SOAPnet, Jetix and equity interests in Lifetime Entertainment Services and A&E Television Networks.

Disney's Broadcasting business includes the ABC Television Network, which has 228 affiliated stations reaching 99% of all U.S. television households. The Company owns and operates 10 ABC television stations in top markets across the country as well as a variety of radio network programming including Radio Disney and ESPN Radio\*. The Walt Disney Company also develops and produces television programming under the Buena Vista Production and Touchstone Television banners, and children's animated programming under the Buena Vista Television and Walt Disney Television labels. Also included in Broadcasting are Buena Vista Television, which produces and distributes syndicated programming and Buena Vista International Television, which distributes Disney's series and movies for TV outside of the United States.

The Walt Disney Internet Group, which leads corporate Internet business and technology strategy and manages many of the Company's Internet properties, is also a part of the Media Networks division.

\* During the past year, we entered into an agreement to merge our ABC Radio assets into Citadel Broadcasting. The terms of this proposed transaction were recently amended to facilitate the closing of the deal, which is now scheduled for late in the second calendar quarter of 2007. Upon closing, we will distribute the ABC Radio assets to our shareholders. As such, our shareholders, rather than Disney itself, will own a stake in the combined radio company.



## **Operations Media Networks**

### **Business**

ABC Television Network	<a href="http://abc.com">abc.com</a>
ABC Daytime	<a href="http://abc.com/daytime">abc.com/daytime</a>
ABC News	<a href="http://abcnews.com">abcnews.com</a>
ABC Sports	<a href="http://abcsports.com">abcsports.com</a>
ABC Kids	<a href="http://tv.disney.go.com/abckids/">tv.disney.go.com/abckids/</a>
Owned and Operated TV Stations	<a href="http://abclocal.go.com">abclocal.go.com</a>
Touchstone Television Production and Distribution	<a href="http://touchstonetvpress.com">touchstonetvpress.com</a>
Walt Disney Television Animation	<a href="http://tv.disney.go.com/">tv.disney.go.com/</a>
Buena Vista Television	
Buena Vista International Television	<a href="http://bvitv.com">bvitv.com</a>
Radio Disney Network	<a href="http://radiodisney.com">radiodisney.com</a>
Walt Disney Internet Group	<a href="http://disney.com">disney.com</a>
ESPNTV	<a href="http://espn.com">espn.com</a>
ESPNdeportes.com	<a href="http://espn.com">espn.com</a>
ESPNU.com	<a href="http://espn.com">espn.com</a>
ESPN International TV	<a href="http://international.espn.com">international.espn.com</a>
ESPN Radio	<a href="http://espnradio.com">espnradio.com</a>
ESPN.com	<a href="http://espn.com">espn.com</a>
MyESPN	<a href="http://myespn.com">myespn.com</a>
ESPN360	<a href="http://espn360.com">espn360.com</a>
ESPNSoccernet.com	<a href="http://espn.com">espn.com</a>
ESPN Outdoors	<a href="http://espn.com">espn.com</a>
ESPN Publishing	<a href="http://espnbooks.com">espnbooks.com</a>
ESPN Video Games	<a href="http://espn.com/videogames">espn.com/videogames</a>

ABC Family	<a href="http://abcfamily.com">abcfamily.com</a>
Disney Channel	<a href="http://disneychannel.com">disneychannel.com</a>
Disney Channel International	<a href="http://disneyinternational.com">disneyinternational.com</a>
Toon Disney	<a href="http://toondisney.com">toondisney.com</a>
Jetix Europe	<a href="http://jetixeuropa.com">jetixeuropa.com</a>
Jetix Latin America	<a href="http://jetixtv.com">jetixtv.com</a>
SOAPnet	<a href="http://soapnet.com">soapnet.com</a>
Lifetime Television	<a href="http://lifetimetv.com">lifetimetv.com</a>
Lifetime Movie Network	<a href="http://lifetimetv.com/lmn/">lifetimetv.com/lmn/</a>
A&E	<a href="http://aetv.com">aetv.com</a>
The History Channel	<a href="http://thehistorychannel.com">thehistorychannel.com</a>
The Biography Channel	<a href="http://biography.com">biography.com</a>
History International	<a href="http://historyinternational.com">historyinternational.com</a>
The History Channel en español	<a href="http://history.com/espanol">history.com/espanol</a>
Military History Channel	<a href="http://historychannel.com/military">historychannel.com/military</a>

## Operations

# Media Networks

### Key Dates

#### Cable Networks

**January 3, 2006**

The Walt Disney Company announces additional programming from ESPN and ABC Sports, ABC Entertainment and Touchstone Television, ABC Family, ABC News, Buena Vista Television, Disney Channel, and SOAPnet, as well as content produced by Walt Disney Feature Animation on the iTunes Music Store.

**January 5, 2006**

ESPN offers the first sports video ever on iTunes, when it presents a 15-minute version of the Rose Bowl BCS championship game.

**January 13, 2006**

*High School Musical* premieres as a pay-per-view offering on Cablevision and Verizon video-on-demand services.

**January 17, 2006**

Disney Online launches Playhouse Disney Preschool Time Online™, the first broadband subscription service designed specifically for preschoolers, in a partnership with Disney Channel.

**January 20, 2006**

*High School Musical* premieres on Disney Channel, becoming an instant teen phenomenon.

**February 9, 2006**

Disney Channel Worldwide announces that full episodes of popular original series from Disney Channel and Jetix will be available for viewing online. Beginning in the spring, DisneyChannel.com and Jetix.tv began

streaming full-length episodes of the hit series *That's So Raven*, *The Suite Life of Zack & Cody*, *Kim Possible*, *Power Rangers* and *Super Robot Monkey Team Hyperforce Go!*, among others, free and on-demand.

**March 4, 2006**

*ESPN Full Circle* debuts with the UNC-Duke men's basketball game covered by all ESPN entities. The combined ESPN/ESPN2 audience is the second biggest for college basketball in ESPN history.

**March 13, 2006**

ESPN Classic launches in Great Britain, ESPN's first branded network in the U.K.

**March 24, 2006**

*Hannah Montana* debuts on Disney Channel with the highest household ratings ever for a series premiere on any kid-targeted cable network since 1999.

**April 10, 2006**

ESPN.com launches PodCenter, a library of digital audio and video content from ESPN's TV, radio and online outlets to download or play on computer.

**April 17, 2006**

SOAPNETIC, the first-ever, always-on broadband channel dedicated to soap fans, launches. A collaborative effort between the Disney-ABC Television Group Digital Media unit and the SOAPnet and ABC Daytime teams,

SOAPNETIC provides coverage of all nine current soap operas, as well as original lifestyle mini-vignette exclusives.

**May 6, 2006**

Mickey Mouse Clubhouse, the first 3-D computer-animated TV series targeted exclusively to preschoolers, premieres in a first-ever coordinated global launch on Disney Channels in more than 100 countries.

**June 9, 2006**

The 2006 World Cup begins airing on ABC, ESPN, ESPN 2 and ESPN360.

**June 21, 2006**

ESPN, ABC and the Big Ten Conference reached a 10-year agreement for extensive conference action beginning in 2007-08 and continuing through 2016-17. The pact will deliver more than 110 Big Ten events each year across numerous platforms.

**June 26, 2006**

*Kyle XY* heats up ratings on ABC Family with its premiere episode, delivering more than 2.6 million total viewers. The season finale of *Kyle XY* goes on to become the channel's most watched original series telecast of all time.

**July 28, 2006**

The Walt Disney Company announces an agreement to acquire Hungama TV, a leading Indian children's television channel, and take an equity interest in media company UTV Software

Communications Limited, in an effort to firmly establish The Walt Disney Company's strategic presence in a rapidly growing media market, where local content production is key.

**August 4, 2006**

ESPN reaches a comprehensive multimedia agreement with Soccer United Marketing (SUM) for the rights to Major League Soccer through 2014. As part of the eight-year agreement, ESPN2, the leading soccer network in the U.S, will televise 26 regular-season and three playoff MLS matches each year. ABC will present the league's three marquee events - season-opening match, All-Star game and the MLS Cup.

**August 7, 2006**

Disney Channel signs a multi-year deal with MultiChoice, to bring the leading kids TV brand to over 1.3 million MultiChoice DStv subscribers across South and sub-Saharan Africa for the first time, beginning in September 2006.

**August 28, 2006**

ESPNU.com, an online gateway to all college sports content from ESPN, launches. The site, which serves as the Internet companion to the 24-hour ESPNU college sports television network, both consolidates and expands ESPN.com's college sports offerings under the ESPNU brand.

**August 29, 2006**

ESPN and the BIG EAST Conference reach new agreements calling for comprehensive coverage



of football, basketball and more across numerous ESPN multimedia entities and ABC.

**September 11, 2006**

*Monday Night Football* debuts on ESPN with a special opening doubleheader, delivering the network's biggest audience ever and the second largest audience in cable television history.

**October 7, 2006**

ESPN records the largest household audience in the history of cable for New York Giants at Dallas on *Monday Night Football*, breaking the mark set by the 1993 NAFTA Debate on CNN.

**October 30, 2006**

ESPN Deportes Radio and MRN Radio, the primary source for NASCAR stock car racing and related radio programming, announces a five-year agreement that makes ESPN Deportes Radio the exclusive Spanish-language radio home of NASCAR racing's premiere events.

**November 21, 2006**

Comcast and The Walt Disney Company announce long-term comprehensive distribution agreements that will extend their relationship into the next decade for the 10 ABC-owned broadcast television stations and a broad array of Disney's leading networks and services. In addition, Comcast acquires Disney's 39.5 percent ownership stake in E! Networks, which includes E! Entertainment Television and Style Network. The companies also agree to add primetime

television programs, cable network shows and Disney movies to Comcast's signature ON DEMAND service.

**December 5, 2006**

ESPN agrees to acquire NASN, the only European channel dedicated to North American sports, from Setanta Sport Holdings Ltd and Benchmark Capital Europe. The channel reaches over 6 million households in 26 European countries, airing over 800 live and as-live sports events each year.

**December 11, 2006**

ESPN acquires domestic, international and multimedia rights to the 2008 UEFA European Football Championship.

**December 25, 2006**

*Monday Night Football* concludes its first season on ESPN as cable's all-time most-watched series, posting nine of the top 10 household audiences in cable history. ESPN.com averages nearly 25 million page views on Mondays, up 52% from the previous year.

**December 30, 2006**

The Alamo Bowl airs on ESPN, becoming ESPN's most-watched bowl game ever.



## Key Dates

### Broadcast

#### January 3, 2006

The Walt Disney Company announces additional programming from ESPN and ABC Sports, ABC Entertainment and Touchstone Television, ABC Family, ABC News, Buena Vista Television, Disney Channel, and SOAPnet, as well as content produced by Walt Disney Feature Animation on the iTunes Music Store.

#### January 4, 2006

ABC Sports presents the 92<sup>nd</sup> *Rose Bowl Game*, which sees the Texas Longhorns beat the USC Trojans for the national championship of the Bowl Championship Series (BCS).

#### February 5, 2006

ABC football culminates with *Super Bowl XL*, airing from Ford Field in Detroit, Michigan. The event averages the second-most homes in television history, behind only the 1983 final episode of *M\*A\*S\*H*.

#### February 6, 2006

The Walt Disney Company and Citadel Broadcasting Corporation announce a definitive agreement to combine ABC Radio, which includes 22 radio stations and the ABC Radio Networks, with Citadel Broadcasting. The newly combined company, to be named Citadel

Communications, will be the third largest radio group in the United States, with a national footprint reaching more than 50 markets.

#### February 27, 2006

Disney Media Networks, The Walt Disney Studios and British Sky Broadcasting (Sky) announce a wide-ranging series of agreements which expand the portfolio of content from The Walt Disney Company available to Sky digital customers.

#### April 5, 2006

The Company unveils Disney Mobile<sup>SM</sup>, the first national wireless phone service specifically designed for families. The breakthrough wireless service allows parents to directly manage their family's wireless experience.

#### May 1, 2006

As part of a two-month-long test, the Disney-ABC Television Group streams ad-supported, full-length episodes of four ABC primetime series on ABC.com — the first time a broadcast network has made multiple series available for viewing online, free of charge.

#### June 8, 2006

The NBA Finals begin. ABC goes on to win each night of the six-game series among networks.



**June 9, 2006**

The 2006 World Cup begins airing on ABC, ESPN, ESPN 2 and ESPN360.

**June 21, 2006**

ESPN, ABC and the Big Ten Conference reached a 10-year agreement for extensive conference action beginning in 2007-08 and continuing through 2016-17. The pact will deliver more than 110 Big Ten events each year across numerous platforms.

**July 28, 2006**

The Walt Disney Company announces an agreement to acquire Hungama TV, a leading Indian children's television channel, and take an equity interest in media company UTV Software Communications Limited, in an effort to firmly establish The Walt Disney Company's strategic presence in a rapidly growing media market, where local content production is key.

**August 4, 2006**

ESPN reaches a comprehensive multimedia agreement with Soccer United Marketing (SUM) for the rights to Major League Soccer through 2014. As part of the eight-year agreement, ESPN2, the leading soccer network in the U.S, will televise 26 regular-season and three playoff MLS matches each year. ABC will present the league's three marquee events - season-opening match, All-Star game and the MLS Cup.

**August 22, 2006**

Disney-ABC Television Group announces that originally-produced ABC News videos, tailored specifically for the iTunes consumer, will be available for purchase on the iTunes Music Store. The wide selection of videos includes the categories of *ABC News Specials*, *The Day It Happened* and *Celebrity Flashback*.

**August 29, 2006**

ESPN and the BIG EAST Conference reach new agreements calling for comprehensive coverage of football, basketball and more across numerous ESPN multimedia entities and ABC.

**September 2, 2006**

With the debut of ABC's college football season, including *Saturday Night Football* the first weekly broadcast primetime college football series, all sports programming on the ABC Television Network takes on ESPN's branding and look in a dynamic re-branding effort entitled "ESPN on ABC."

**September 22, 2006**

ABC.com launches a permanent online player and begins airing free, ad-supported episodes of *Lost*, *Desperate Housewives*, *Grey's Anatomy*, *Ugly Betty*, *Six Degrees* and *The Nine* online. Viewer demand for these shows generates almost 30 million requests for episodes during the first ten weeks alone.





**November 21, 2006**

Comcast and The Walt Disney Company announce long-term comprehensive distribution agreements that will extend their relationship into the next decade for the 10 ABC-owned broadcast television stations and a broad array of Disney's leading networks and services. In addition, Comcast acquires Disney's 39.5 percent ownership stake in E! Networks, which includes

E! Entertainment Television and Style Network.

The companies also agree to add primetime television programs, cable network shows and Disney movies to Comcast's signature ON DEMAND service.

**December 1, 2006**

ABC ranks number 1 for the 2006 November Sweep in the key Adult 18-49 sales demographic.

## Operations Media Networks

### Fast Facts

#### Cable Networks

- **Disney Channel Worldwide** reaches over 600 million viewers in over 120 countries in North America, Europe, the Middle East, Asia Pacific, Latin America and Africa. Disney Channel Worldwide's global roster of media networks currently includes 24 Disney Channels, eight Playhouse Disney Channels and eight Toon Disney Channels.
- One year after **ABC** and **Disney Channel** shows had been available online on Apple's iTunes, more than 12.8 million episodes of Disney-ABC shows had been sold and 51 series had been made available for sale.
- Both Disneyland Resort in California and Walt Disney World Resort in Florida have premiered **High School Musical** themed shows in 2006.
- **High School Musical** was the fastest selling TV DVD of the year.
- The junior novel based on the Disney Channel hit movie, **High School Musical**, is a *New York Times* bestseller.
- Disney Channel's **High School Musical** was the biggest selling album of 2006..
- Within a 24-hour period after the January 20th premiere of **High School Musical**, 1.2 million unique visitors logged on to DisneyChannel.com — the most ever for the site.
- **High School Musical** won the Television Critics Association Award for Outstanding Children's Programming and received 2 Emmy Awards.
- As of December 2006, just under 85 million people worldwide had seen **High School Musical** on multiple platforms.



- In 2006, **The Cheetah Girls 2** was the number one TV movie among kids 6 – 14.
- *Kyle XY* rates as ABC Family's most-watched original series in the history of the ABC Family network in Total Viewers, Adults 18-34 and Adults 18-49.
- The **Hannah Montana** soundtrack is the first-ever TV soundtrack in the history of the charts to debut at No. 1.
- **Disney Channel** has presented 62 movie titles in the Disney Channel Original Movie franchise since 1997.
- The broadband player on **DisneyChannel.com**, available in six languages, received more than 53 million requests for its episodes in its first six months of operation.
- Since its launch on Playhouse Disney in the UK in October 2005, Disney's **Little Einsteins** has been seen by 1.5 million parents and preschoolers, making it one of the top shows on Playhouse Disney in the UK.
- **Little Einstein** delivered the highest rated Playhouse Disney premiere ever with preschool kids two through five.
- Each of **ESPN's** four measured networks (ESPN, ESPN2, ESPN Classic and ESPNEWS) experienced its most-watched year in 2006.
- **ESPNEWS**, seen in 52 million homes as of October 2006, celebrated its 10<sup>th</sup> anniversary November 1, 2006.
- **ESPN Deportes** televised every game of the inaugural World Baseball Classic in 2006 and, for the first time, brought The World Dominoes Tournament to a national audience.
- **ESPN Regional Television** now owns five college football Bowl games - Bell Helicopter Armed Forces (Ft. Worth), Hawaii, Las Vegas, New Mexico, Papajohn's.com (Birmingham).
- **ESPN International** is seen in over 190 countries and territories worldwide through 33 networks and syndication, and is available in 15 languages.
- **ESPN International** will launch its 11th localized version of *SportsCenter* outside of the U.S. in January 2007, serving viewers in Asia, Australia/New Zealand, Brazil, Argentina, Canada, Hong Kong, India, Japan, Latin America, Mexico, and Taiwan.



- **ESPN Classic Sport** was launched in the United Kingdom, and is now available to more than 20 million subscribers in more than 40 countries in eight languages.
- **ESPN.com**, the nation's leading sports web site, averages over 18 million unique users per month, breaking the 20 million barrier in September and October, in part because of *Monday Night Surround* and college football content.
- **ESPN360**, now in 15 million homes, has provided more than 250 live events to its broadband subscribers, including exclusive college football games, since January 2005.
- **ESPN Radio** programming is heard on more than 720 stations nationwide, 330 full-time, and is available in 99 of the top 100 markets.
- One out of every two sports radio listeners listen to an **ESPN Radio** affiliate.
- **ESPN Radio.com** is the most listened to sports website in the world.
- **ESPN Books** launched 12 titles in 2006, including America's best-selling sports almanac, *ESPN Sports Almanac 2007*. More than 15 titles will be available in 2007.
- **ESPN The Magazine** won the esteemed 2006 National Magazine Award General Excellence, honoring "the effectiveness with which writing, reporting, editing and design all come together to command readers' attention and fulfill the magazine's unique editorial mission." Spanish-language ESPN Deportes La Revista is tailored to the interests of the U.S. Hispanic sports fan. A Chinese-language edition is published monthly and distributed in Mainland China, including Beijing and Shanghai, as well as Hong Kong.
- **Mobile ESPN Publishing** offers ESPN content through all major domestic carriers and reaches 32 countries on five continents in seven languages, through 35 carriers.
- *NASCAR Now* will debut on **ESPN2** on Feb. 5, 2007, marking the network's first-ever daily program solely dedicated to NASCAR.
- **ESPN** aired 262 NASCAR Cup Races over a 20-year period starting in 1981. The network's award-winning, live flag-to-flag coverage on **ESPN** was honored with 17 Sports Emmy Awards, as well as many industry honors, and is widely credited for helping to popularize the sport nationwide.



**ESPN Internet Firsts:**

- First sports site to offer premium content
- First to bring high-quality online video into the mainstream with ESPN Motion
- First Online sports PPV packages launched (ESPN GamePlan, ESPN Full-Court)
- First sports-specific integrated online multimedia player
- First to launch a full service, Spanish-language online site for Spanish-language sports fans.

## Fast Facts

### Broadcast

- One year after **ABC** and **Disney Channel** shows had been available online on Apple's iTunes, more than 12.8 million episodes of Disney-ABC shows had been sold and 51 series had been made available for sale.
- **ABC-owned stations** average more than 1,600 hours of news per year in their respective markets.
- 8 out of 10 **ABC-owned stations** ranked number one in households from sign-on to sign-off on average for the major ratings sweeps in 2006.
- The **ABC-owned stations'** operated Internet platforms collectively reach 4 million unique users each month.
- *The View* on **ABC** has received 18 Daytime Emmy® Awards.
- **ABC News Now** delivers live breaking news and headlines every half hour, as well as more than 25 original news, lifestyle and entertainment programs.
- **Buena Vista International Television** distributes television and new media content to broadcasters, operators and platforms across 240 territories worldwide.
- In 2006, **ESPN on ABC** presented the highest-rated college football game since 1987 (the Rose Bowl), the highest-rated regular-season game since 1993 (#1 Ohio State vs. #2 Michigan) and the year's most-watched sports broadcast (Super Bowl XV).
- **Radio Disney** has been on the air since 1996.
- Since its launch on Feb. 22, 1996, **Disney.com** has consistently been a leader in online entertainment. For the past seven years, Disney Online's network of branded sites has been consistently ranked as the number-one online entertainment destination for kids and families.
- The **Walt Disney Internet Group** has developed and manages 40 Web sites worldwide, reaching more than 50 million unique visitors per month, according to comScore Media Metrix.

Some of the many technology "firsts" **Walt Disney Internet Group** has achieved over the years include:

- First Web property to serve over one million pages in its first year (1995)



- First Internet publishing system (1995)
- First Internet authentication/registration system (1996)
- First dynamic content architecture system (1996)
- First Internet infrastructure management systems (1997)
- First cached video delivery system (2003)

Some other "firsts" from **Disney Online**:

- **1997 *Disney's Blast*** - First children's online subscription service with advertising-free games, stories and activities featuring Disney's classic and contemporary characters.
- **1999 *Disney.com '99*** - The first commercial media site to publish a fully animated homepage using Flash technology & the introduction of "channels" navigation structure based on guest-focused interests.
- **2000 *Surf Swell Island: Adventures in Internet Safety*** - The first storytelling initiative featuring classic Disney characters helping younger children learn to keep their identities and passwords secure while still having fun online.
- **2002 *Disney's Toontown Online*** - The first massively multiplayer online role playing game (MMORPG) for kids and families.
- **2006 *Playhouse Disney Preschool Time Online*** - The first broadband subscription service designed specifically for preschoolers.



## Operations Media Networks

### Data

#### ABC TV Stations

New York	WABC / Channel 7
Los Angeles	KABC / Channel 7
Chicago	WLS / Channel 7
Philadelphia	WPVI / Channel 6
San Francisco	KGO / Channel 7
Houston	KTRK / Channel 13
Raleigh-Durham	WTVD / Channel 11
Fresno	KFSN / Channel 30
Flint	WJRT / Channel 12
Toledo	WTVG / Channel 13

#### Cable Subscribers

Estimated Subscribers (in millions)

Property	2006	2005
ESPN <sub>1</sub>	92	90
ESPN2 <sub>1</sub>	91	89
ESPN Classic <sub>1</sub>	62	58
ESPNEWS <sub>1</sub>	51	46
Disney Channel <sub>1</sub>	89	87
International Disney Channels <sub>2, 3</sub>	54	42
Toon Disney <sub>1</sub>	57	50
Lifetime Television <sub>1</sub>	92	90
A&E <sub>1</sub>	92	90
ABC Family <sub>1</sub>	91	89



The History Channel <sub>1</sub>	91	89
E! Entertainment Television <sub>1</sub>	89	87
A&E International <sub>2</sub>	75	60
Lifetime Movie Network <sub>1</sub>	51	46
Lifetime Real Women <sub>2</sub>	16	14
Jetix Europe <sub>2</sub>	46	42
Jetix Latin America <sub>2</sub>	15	12
SOAPnet <sub>1</sub>	53	44
Style <sub>1</sub>	44	41
The Biography Channel <sub>1</sub>	39	35
History International <sub>1</sub>	39	35

1. Estimated U.S. subscriber counts according to Nielsen Media Research as of September 30, 2006
2. Not rated by Nielsen. Subscriber count represents number of paying subscribers receiving the service based on internal management reports.
3. Subscriber count represents number of paying subscribers receiving the service based on internal management reports. Actual viewing households (used to establish advertising rates) are higher in India.

## **ESPN International**

Network Breakdown by Region (with original launch date)

### **Latin America**

ESPN (Latin America)	1989
ESPN Brazil	1995
ESPN +	2002
ESPN2	1996

### **Canada**

TSN	1984
RDS	1989
Discovery Channel	1994
Discovery Civilization	2001
Animal Planet	2001
ESPN Classic Canada	2001
NHL Network	2001

RIS 2004

**Asia**

ESPN Asia 1992

ESPN India 1995

ESPN Taiwan 1998

ESPN Hong Kong 2004

Star Sports Asia 1991

Star Sports India 1991

Star Sports Hong Kong 2004

Star Sports South East Asia 2001

MBC-ESPN Sports (Korea) 2001

**Pacific Rim**

ESPN (Australia) 1990

J Sports Broadcasting Corporation (Japan) 1995

ESPN (New Zealand) 1990

**Europe**

ESPN Classic Sport (France) 2002

ESPN Classic Sport (Italy) 2002

ESPN Classic Sport (English Feed) 2003

ESPN Classic Sport UK 2006

**Africa/Middle East**

Orbit ESPN Sports 1994

ESPN (Africa) 1994

ESPN (Israel) 2000

**Disney Channel International**

Network Breakdown by Region (excluding feed extensions)

<b>Country</b>	<b>Launch Date</b>
Taiwan	March 1995
UK	October 1995

Australia	June 1996
Asia	October 1996
France	March 1997
Middle East	April 1997
Spain	April 1998
Italy	October 1998
Germany	October 1999
Latin America	July 2000
Brazil	April 2001
Portugal	November 2001
Scandinavia	February 2003
Japan	November 2003
India	December 2004

### **Cable Properties**

#### Percentage Ownership of Non-Wholly Owned Cable Properties

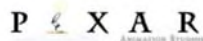
ESPN	80.0%
ESPN2	80.0%
ESPN Classic	80.0%
ESPNEWS	80.0%
Jetix Europe	73.7%
Lifetime Television	50.0%
Lifetime Movie Network	50.0%
Lifetime Real Women	50.0%
A&E	37.5%
A&E International	37.5%
The History Channel	37.5%
The Biography Channel	37.5%
History International	37.5%

## Operations

### Studio Entertainment

#### Profile

The Studio Entertainment segment is the foundation on which The Walt Disney Company was built, and at its heart are world-renowned animated features and live-action motion pictures. Walt Disney Pictures and Television produces and acquires motion pictures that are distributed primarily under Walt Disney Pictures labels, which includes films from Walt Disney Feature Animation and Pixar Animation Studios, as well as the Touchstone Pictures and Miramax banners. Buena Vista Worldwide Marketing and Distribution and Buena Vista Worldwide Home Entertainment, in partnership with Buena Vista Domestic and International Television, together distribute Disney films to theatrical, home entertainment and television markets around the world. Buena Vista Theatrical Productions is one of the largest producers of Broadway musicals, and the Buena Vista Music Group distributes original music and motion picture soundtracks under its four record labels: Walt Disney Records, Buena Vista Records, Hollywood Records, and Lyric Street Records.



## **Operations**

### **Studio Entertainment**

#### **Business**

##### **Theatrical Film Banners**

Walt Disney Pictures	<a href="http://disney.com/disneypictures">disney.com/disneypictures</a>
Touchstone Pictures	<a href="http://touchstonepictures.com">touchstonepictures.com</a>
Miramax	<a href="http://miramax.com">miramax.com</a>
Pixar Animation Studios	<a href="http://pixar.com">pixar.com</a>

##### **Worldwide Theatrical Marketing and Distribution**

Buena Vista Worldwide Marketing and Distribution	
Miramax	<a href="http://miramax.com">miramax.com</a>

##### **Buena Vista Worldwide Home Entertainment**

<a href="http://video.com">video.com</a>
<a href="http://disneyvideos.com">disneyvideos.com</a>
<a href="http://bvimovies.com">bvimovies.com</a>
<a href="http://buonavistalatino.com">buonavistalatino.com</a>

##### **Buena Vista Music Group**

Walt Disney Music Publishing	
Walt Disney Records	<a href="http://disney.com/disneyrecords">disney.com/disneyrecords</a>
Buena Vista Records	<a href="http://buonavistarecords.go.com">buonavistarecords.go.com</a>
Hollywood Records	<a href="http://hollywoodrecords.com">hollywoodrecords.com</a>
Lyric Street Records	<a href="http://lyricstreet.com">lyricstreet.com</a>

##### **Buena Vista Theatrical Productions**

Buena Vista Theatrical Group	<a href="http://disneyonbroadway.com">disneyonbroadway.com</a>
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##### **Disney Live Family Entertainment**

Disney on Ice	<a href="http://disneyonice.com">disneyonice.com</a>
Disney Live!	<a href="http://disney.com/disneylive">disney.com/disneylive</a>

## Operations Studio Entertainment

### Key Dates

#### January 10, 2006

Walt Disney Records celebrates the return of the teen musical by releasing the soundtrack to Disney Channel Original Movie, *High School Musical*. The album goes on to become the #1 album of the year; certified triple Platinum, delivering one Platinum and five Gold certified singles.

#### January 24, 2006

Furthering its strategy of delivering outstanding creative content, The Walt Disney Company agrees to acquire computer animation leader Pixar in an all-stock transaction.

#### February 28, 2006

The Platinum Edition of *Lady and the Tramp* is released on DVD.

#### March 5, 2006

Miramax's *Tsotsi* takes home the Academy Award for Best Foreign Language Film.

#### April 4, 2006

*The Chronicles of Narnia: The Lion, The Witch and The Wardrobe* is released on DVD. More than 11 million units are sold in the first month.

#### April 4, 2006

Lyric Street Records releases Rascal Flatts' album, *Me and My Gang*, which scans more than 1 million units in its first two weeks. The album goes on to be the highest-selling country title, and second highest overall title, for 2006.

#### May 5, 2006

The Company acquires Pixar in an all-stock transaction, and Pixar becomes a wholly-owned subsidiary of The Walt Disney Company.

#### May 10, 2006

*Tarzan* opens on Broadway. In the summer of 2006, the musical breaks three box office records in a row at the Richard Rodgers Theatre.

#### May 23, 2006

*High School Musical* is released on DVD, becoming the fastest-selling TV movie ever on DVD, selling more than 1.2 million copies after its first week. The DVD becomes the top-selling TV movie on DVD of all time.

#### June 6, 2006

Buena Vista Home Entertainment begins offering Disney films through the online distributor



CinemaNow.

**June 9, 2006**

The animated film *Cars* is released in movie theaters. The film goes on to earn over \$450 million at the worldwide box office.

**July 7, 2006**

*Pirates of the Caribbean: Dead Man's Chest* is released in the U.S., making \$55.5 million in the U.S. alone on the opening day — the highest single-day gross in box office history. The film also broke the box office record for an opening weekend, bringing in over \$135 million.

**July 18, 2006**

The Walt Disney Studios announces a strategic shift toward more Disney branded movies, with plans to produce and distribute approximately 10 Disney live-action and animated films a year and two to three Touchstone films a year. The Walt Disney Studios also restructures several of its business units under two global organizations — Buena Vista Worldwide Marketing and Distribution, and Buena Vista Worldwide Home Entertainment.

**July 18, 2006**

The Broadway production of *The Lion King* opens at Shanghai's Grand Theatre, beginning a 100-show run.

**September 9, 2006**

*Pirates of the Caribbean: Dead Man's Chest* reaches \$1 billion in global box office, making it

the third highest grossing film of all time.

**September 12, 2006**

The iTunes Store begins featuring great new releases and library titles from Walt Disney Pictures, Pixar, Touchstone Pictures and Miramax Films. 125,000 Disney titles are downloaded in the first week alone.

**September 19, 2006**

Buena Vista Home Entertainment begins releasing titles on the Blu-ray Disc format, marking the first wave of an ongoing release strategy from BVHE to support the Blu-ray format.

**October 3, 2006**

*The Little Mermaid* is released on DVD, selling 4 million units in its first week of release.

**October 20, 2006**

Tim Burton's *The Nightmare Before Christmas* is re-released in Disney Digital 3-D, just in time for Halloween.

**October 24, 2006**

The *Hannah Montana Soundtrack* debuts at No. 1 on the *Billboard* Top 200 Chart, making it the first ever TV soundtrack to debut at the top spot.

**November 7, 2006**

*Cars*, the number one domestic animated film of the year, is released on DVD, selling 5 million units in two days.



**November 16, 2006**

Already a hit at London's Prince Edward Theatre, *Mary Poppins* the new musical opens on Broadway at the New Amsterdam Theater.

**December 5, 2006**

*Pirates of the Caribbean: Dead Man's Chest*, the #1 movie of the year, arrives on DVD in time for the holidays, selling nearly 5 million units in its first day of release.



## Operations

### Studio Entertainment

#### Fast Facts

- As of September 30, 2006, under the banners Walt Disney Pictures, Touchstone Pictures, Hollywood Pictures, Miramax, and Dimension, 1,362 produced and acquired titles, including 1,129 live action titles and 233 cartoon shorts and animated features, were available to the domestic home-entertainment marketplace and 2,912 produced and acquired titles, including 2,227 live action titles and 685 cartoon shorts and animated features, were available to the international home-entertainment market.
- With 51 releases that have grossed over \$100 million domestically, **Buena Vista Pictures Distribution** holds the all-time industry record.
- In 2006, **Buena Vista International** delivered its unprecedented 12<sup>th</sup> consecutive year of over \$1 billion in overseas box office.
- **Pixar and Disney/Pixar** films have garnered an impressive 20 Academy Awards<sup>®</sup> to date.
- In 2006, the **Buena Vista Music Group** (BVMG) had nine albums in the Top 200.
- The *Hannah Montana Soundtrack*, released by **Walt Disney Records** (WDR) in 2006, was the first-ever TV soundtrack in history to debut at No. 1 on Billboard's Top 200 album chart.
- In one week, Rascal Flatts' Album, *Me and My Gang* sold more units digitally than any other country album in 2006. The single "What Hurts the Most" set the record for the most country digital tracks sold in a week, notching 63,000 digital download sales. The band sold the most digital albums and singles overall in 2006.
- **Walt Disney Records** has racked up 300 gold, platinum and multi-platinum Recording Industry Association of America (RIAA) certifications during its 50-year history.



- **Walt Disney Records** celebrated its 50<sup>th</sup> anniversary in 2006 with its biggest year ever, marking its 11<sup>th</sup> consecutive year as the world's number one children's label.
- As of December 2006, the soundtrack to *High School Musical* from the **Buena Vista Music Group**, was the #1 album of the year, had certified triple Platinum, had delivered one Platinum and five Gold certified singles, and was the #1 soundtrack and #1 Kids' album of the year in the U.S. Internationally, the soundtrack was double Platinum-selling in Australia, New Zealand and Platinum in the Philippines, Argentina, Brazil and Mexico. It was double Platinum-selling in the UK and Ireland and Gold in Italy, Spain, France, Singapore, Malaysia, Canada, Chile and Colombia.
- In 2006, **Walt Disney Records** began undergoing a massive restoration process digitally restoring the label's earliest recordings from the original masters, bringing many never-before-heard gems to a tech-savvy audience. Albums are currently available through digital outlets such as iTunes.
- **Lyric Street Records** found its name, as many of **Disney's** other businesses have, in an actual street name. It was Lyric Avenue on which both Walt and Roy built their homes once their fledgling studios began to take off. With Hyperion and Buena Vista as historic cousins, Lyric Street proudly takes its name from a part of Walt and Roy's legacy.
- **Disney Theatrical Productions** (DTP) is currently represented by 13 international productions of **Beauty and the Beast**, **The Lion King**, Elton John and Tim Rice's **Aida**, **Mary Poppins**, a co-production by Disney and Cameron Mackintosh, and **Tarzan**<sup>®</sup>, a musical adaptation of Edgar Rice Burroughs' classic story with music and lyrics by Phil Collins.
- Celebrating its 12<sup>th</sup> anniversary on Broadway and 5,000 performances in 2006, **Disney Theatrical Productions' Beauty and the Beast** is Broadway's sixth longest-running musical of all time and one of the world's most-seen musicals, seen in 14 countries by over 26 million people worldwide.
- **Disney Theatrical Productions' The Lion King** musical won almost every notable award, including six Tony Awards, eight Drama Desk awards, the New York Drama Critics Award for Best Musical and a Grammy Award for Best Musical Show Album.
- As it approaches its 10th triumphant year on Broadway, **Disney Theatrical Productions' The Lion King** has grossed almost \$3 billion in box office revenue and has been seen by over 39 million people worldwide.
- In addition to New York City's Broadway, **Disney Theatrical Productions' The Lion King** can also

**MARY  
POPPINS**



be seen in London, where it is currently celebrating its 7th year anniversary, Hamburg, Tokyo, Seoul, and two touring companies throughout the United States.

- Upcoming productions of **Disney Theatrical Productions' *The Lion King*** include Johannesburg, South Africa in June 2007 and Paris, France in October 2007.
- The South African production of **Disney Theatrical Productions' *The Lion King*** will commemorate the tenth anniversary of the award-winning show. The story is set in South Africa, the native home of 100 actors that have performed in the musical around the world.
- **Disney Theatrical Productions' *Mary Poppins*** marks the first collaboration between Disney and Cameron Mackintosh, legendary producer of the record-breaking *The Phantom of the Opera*, *Cats* and *Les Miserables*.
- **Disney Theatrical Productions' *Tarzan***<sup>®</sup> made history over the summer of 2006 by breaking three box office records in a row at the Richard Rodgers Theatre. An upcoming international production for *Tarzan*<sup>®</sup> is set to open in Holland in April 2007.
- There have been 27 different **Disney On Ice** productions since it first began in 1981.
- There are 7 different **Disney On Ice** shows currently touring in over 30 countries with 2,300 performances each year.
- **Disney On Ice** is performed in 13 different languages every year.
- Princess Wishes, the newest **Disney On Ice** show premiered in Florida in September 2006.
- **Disney On Ice** performed for the first time in Budapest, Hungary in December 2006.
- **Disney Live!** Winnie the Pooh has toured in 14 countries – New Zealand, Australia, Singapore, Thailand, Spain, UK, Netherlands, USA, Mexico, Japan, Taiwan, Malaysia, China, and Italy in the 2 ½ years since it first opened. It has performed in 8 different languages.
- In January 2006, **Disney Live!**'s *Winnie the Pooh* performed in Guadalajara & Puebla, Mexico, marking the first time ever in these markets.
- The **Disney Live!** *Mickey's Magic Show* opened in spring 2006 in the United States. Beginning in January of 2007, Mickey's Magic Show will perform in Mexico and then continue on to Japan in Spring 2007.



- Disney's stage musicals have been presented in 40 international productions that have been seen by nearly 70 million people worldwide—making **Disney Theatrical Productions** one of the world's largest producers of live theatre.
- **Disney Theatrical Productions** entered into a partnership with Music Theatre International (MTI) in 2004 in an effort to allow schools, amateur theatre groups and regional professional producers the opportunity to present a live Disney stage show for their own audiences. By the end of 2006, over 5,000 productions of Disney stage shows had been licensed around the world
- In 2006, **Disney Theatrical Productions** and Music Theatre International (MTI) made Disney Channel's wildly successful *High School Musical* available for local productions, the first of which was presented by Stagedoor Manor, the renowned kids/teens summer camp in Sheldrake, NY.

## Operations Studio Entertainment

### Data

#### FY06 Domestic Theatrical Release Slate

Title	Banner	Release Date
Shoppgirl	Touchstone	10/21/05
Chicken Little	Disney	11/4/05
Derailed*	Miramax	11/11/05
Mrs. Henderson Presents*	Miramax	12/9/05
The Chronicles of Narnia: The Lion, The Witch and The Wardrobe	Disney	12/9/05
The Matador*	Miramax	12/23/05
Casanova	Touchstone	12/25/05
Glory Road	Disney	1/13/06
Annapolis	Touchstone	1/27/06
Roving Mars	IMAX	1/27/06
Eight Below	Disney	2/17/06
Tsotsi	Miramax	2/24/06
The Shaggy Dog	Disney	3/10/06
Stay Alive	Touchstone	3/24/06
Kinky Boots	Miramax	4/14/06
Scary Movie 4*	Miramax	4/14/06
The Wild	Disney	4/14/06
Stick It	Touchstone	4/28/06
Goal!	Touchstone	5/12/06
Keeping Up with the Steins	Miramax	5/12/06
Cars	Disney/Pixar	6/9/06

The Heart of the Game	Miramax	6/9/06
Pirates of the Caribbean: Dead Man's Chest	Disney	7/7/06
Once in a Lifetime: The Extraordinary Story of the New York Cosmos	Miramax	7/7/06
The Night Listener	Miramax	8/4/06
Step Up	Touchstone	8/11/06
Invincible	Disney	8/25/06
Hollywoodland*	Miramax	9/8/06
Renaissance	Miramax	9/22/06
The Guardian	Touchstone	9/29/06
The Queen	Miramax	9/30/06

\* Co-Production - Miramax did not distribute domestically.

### **Buena Vista Worldwide Home Entertainment - Domestic Release Slate**

#### **Q1 FY06**

<b>Title</b>	<b>Type of Release</b>	<b>Street Date</b>
Cinderella (Two-Disc Special Edition)	Animated	10/4/2005
Bionicle 3 - Web of Shadows	Animated	10/11/2005
The Emperor's New Groove - The New Groove Edition	Animated	10/18/2005
Tarzan (Special Edition)	Animated	10/18/2005
Herbie - Fully Loaded	Live Action	10/25/2005
Alias - The Complete Fourth Season	Live Action	10/25/2005
Baby Einstein - On the Go - Riding, Sailing and Soaring	Animated	10/25/2005
Aliens of the Deep	Live Action	11/1/2005
The 3 Wise Men	Animated	11/1/2005
Disney Channel Holiday	Animated	11/1/2005
Disney Princess - A Christmas of Enchantment	Animated	11/1/2005
A Very Playhouse Disney Holiday	Animated	11/1/2005
Scrubs - The Complete Second Season	Live Action	11/15/2005
Old Yeller 2-Movie Collection (Old Yeller/Savage Sam)	Live Action	11/15/2005
Extreme Makeover - Home Edition	Live Action	11/22/2005

The Golden Girls - The Complete Third Season	Live Action	11/22/2005
Home Improvement - The Complete Third Season	Live Action	11/22/2005
Sky High	Live Action	11/29/2005
Empire	Live Action	11/29/2005
Their Eyes Were Watching God	Live Action	11/29/2005
Project Runway - The Complete First Season	Live Action	11/29/2005
The Great Muppet Caper - Kermit's 50th Anniversary Edition	Animated	11/29/2005
The Muppet Christmas Carol – Kermit's 50th Anniversary Edition	Animated	11/29/2005
The Muppet Movie - Kermit's 50th Anniversary Edition	Animated	11/29/2005
Muppet Treasure Island - Kermit's 50th Anniversary Edition	Animated	11/29/2005
The Proud Family Movie	Animated	12/6/2005
Gargoyles - Season Two, Vol. 1	Animated	12/6/2005
Four Minutes	Live Action	12/6/2005
That's So Raven - Raven's House Party	Live Action	12/6/2005
Two Hands	Live Action	12/6/2005
Power Rangers SPD - Boom (Vol. 4)	Live Action	12/6/2005
Power Rangers SPD - Zapped (Vol. 5)	Live Action	12/6/2005
Walt Disney Treasures – The Chronological Donald, Volume Two (1942-1946)	Animated	12/6/2005
Walt Disney Treasures – Disney Rarities - Celebrated Shorts, 1920s - 1960s	Animated	12/6/2005
Walt Disney Treasures – The Adventures of Spin & Marty - The Mickey Mouse Club	Animated	12/6/2005
Valiant	Animated	12/13/2005
Kronk's New Groove	Animated	12/13/2005
Frank Miller's Sin City (Recut, Extended, Unrated)	Live Action	12/13/2005
The Yards - Director's Cut (Miramax Collector's Series)	Live Action	12/13/2005
The Brothers Grimm	Live Action	12/20/2005
The Great Raid	Live Action	12/20/2005
Once Upon a Mattress	Live Action	12/20/2005

The Great Raid (Widescreen Director's Cut)	Live Action	12/20/2005
Chicago - The Razzle-Dazzle Edition	Live Action	12/20/2005
Dark Water	Live Action	12/26/2005
Toy Story 2 (2-Disc Special Edition)	Animated	12/26/2005

**Q2 FY06**

<b>Title</b>	<b>Type of Release</b>	<b>Street Date</b>
Secuestro Express	Live Action	1/3/2006
Dead Poets Society (Special Edition)	Live Action	1/10/2006
Good Morning, Vietnam (Special Edition)	Live Action	1/10/2006
Underclassman	Live Action	1/17/2006
Venom	Live Action	1/17/2006
Flightplan	Live Action	1/24/2006
Bambi II	Animated	2/7/2006
The Best of Youth	Live Action	2/7/2006
Daltry Calhoun	Live Action	2/7/2006
Disney Princess Sing Along Songs, Vol. 3 – Perfectly Princess	Animated	2/14/2006
The Golden Girls - The Complete Fourth Season	Live Action	2/14/2006
Grey's Anatomy - Season One	Live Action	2/14/2006
Proof	Live Action	2/14/2006
Lady and the Tramp (50th Anniversary Edition)	Animated	2/28/2006
Baby Einstein - Meet the Orchestra - First Instruments	Animated	3/7/2006
Den of Lions	Live Action	3/7/2006
Howl's Moving Castle	Animated	3/7/2006
My Neighbor Totoro (2-Disc Set)	Animated	3/7/2006
Undertaking Betty	Live Action	3/7/2006
Whisper of the Heart	Animated	3/7/2006
Zu Warriors	Live Action	3/7/2006
Deuce Bigalow: Male Gigolo - Little Black Book Edition	Live Action	3/14/2006



Remember the Titans (Director's Cut)	Live Action	3/14/2006
Through the Fire (Director's Cut - Extended and Uncensored)	Live Action	3/14/2006
Chicken Little	Animated	3/21/2006
The Little House on the Prairie	Live Action	3/28/2006

**Q3 FY06**

<b>Title</b>	<b>Type of Release</b>	<b>Street Date</b>
The Chronicles of Narnia – The Lion, The Witch and The Wardrobe	Live Action	4/4/2006
The Greatest Game Ever Played	Live Action	4/11/2006
An Unfinished Life	Live Action	4/11/2006
Spygame	Live Action	4/11/2006
Pooh's Grand Adventure - The Search for Christopher Robin	Animated	4/11/2006
Deep Blue	Live Action	4/11/2006
Everything You Want	Live Action	4/25/2006
Shadows in the Sun	Live Action	4/25/2006
Disney's Little Einsteins - Team Up for Adventure	Animated	4/25/2006
Casanova	Live Action	4/25/2006
Shoppgirl	Live Action	4/25/2006
The Warrior	Live Action	5/2/2006
Tales from the Crypt - Ritual	Live Action	5/2/2006
Delicatessen	Live Action	5/2/2006
Dinosaurs - The Complete First and Second Seasons	Live Action	5/2/2006
The Golden Girls - The Complete Fifth Season	Live Action	5/9/2006
Scrubs - The Complete Third Season	Live Action	5/9/2006
Con Air (Unrated Extended Edition)	Live Action	5/16/2006
Crimson Tide (Unrated Extended Edition)	Live Action	5/16/2006
Enemy of the State (Unrated Extended Edition)	Live Action	5/16/2006
High School Musical	Live Action	5/23/2006

Growing Up with Winnie the Pooh - Love and Friendship	Animated	5/23/2006
Night Stalker - The Complete Series	Live Action	5/30/2006
Glory Road	Live Action	6/6/2006
Power Rangers Mystic Force - Broken Spell (Vol. 1)	Live Action	6/6/2006
Dumbo (Big Top Edition)	Animated	6/6/2006
Home Improvement - The Complete Fourth Season	Live Action	6/13/2006
Code Breakers	Live Action	6/13/2006
Eight Below	Live Action	6/20/2006
Lady & The Tramp II - Scamp's Adventure	Animated	6/20/2006
Annapolis	Live Action	6/27/2006
Leroy & Stitch	Animated	6/27/2006
Cow Belles	Live Action	6/27/2006
Commander In Chief - The Inaugural Edition, Part 1 (Episodes 1-10)	Live Action	6/27/2006

**Q4 FY06**

<b>Title</b>	<b>Type of Release</b>	<b>Street Date</b>
The Suite Life of Zack and Cody - Taking over the Tipton	Live Action	7/18/2006
That's So Raven - Raven's Makeover Madness	Live Action	7/18/2006
Tsotsi	Live Action	7/18/2006
Baby Einstein - Baby's Favorite Places – First Words Around Town	Animated	7/25/2006
The Shaggy Dog	Live Action	8/1/2006
Winnie the Pooh - Shapes & Sizes	Animated	8/1/2006
Winnie the Pooh - Wonderful Word Adventure	Animated	8/1/2006
Disney's Little Einsteins - Mission Celebration	Animated	8/22/2006
Brother Bear 2	Animated	8/29/2006
Desperate Housewives - The Complete Second Season	Live Action	8/29/2006
Kinky Boots	Live Action	9/5/2006
Commander in Chief - The Inaugural Edition, Part 2	Live Action	9/5/2006

(Episodes 11-18)

Lost - The Complete Second Season	Live Action	9/5/2006
Twitches - Betwitched Edition	Live Action	9/5/2006
The Miracle Match (aka The Game of Their Lives)	Live Action	9/5/2006
Goal! - The Dream Begins	Live Action	9/12/2006
The Wild	Animated	9/12/2006
Grey's Anatomy - Season Two	Live Action	9/12/2006
Stay Alive	Live Action	9/19/2006
Stick It	Live Action	9/19/2006
Power Rangers Mystic Force - Dark Wish	Live Action	9/26/2006

**Buena Vista Music Group - FY06 Major Domestic Releases**

Cinderella Original Soundtrack - Special Edition	Walt Disney Records	10/4/2005
Jim Brickman - The Disney Song Book	Walt Disney Records	10/4/2005
Aly & AJ - Into The Rush CMG Version	Hollywood Records	10/4/2005
Kinky Boots Original Soundtrack	Hollywood Records	10/4/2005
Playhouse Disney Imagine + Learn With Music	Walt Disney Records	10/11/2005
Princess Christmas	Walt Disney Records	10/11/2005
Radio Disney Jingle Jams 2005	Walt Disney Records	10/11/2005
The Cheetah Girls - A Cheetah-licious Christmas	Walt Disney Records	10/11/2005
Chicken Little	Walt Disney Records	10/18/2005
The Emperor's New Groove Original Soundtrack	Walt Disney Records	10/18/2005
Baby Einstein 10-disc Combo Pack	Walt Disney Records	10/25/2005
The Cheetah Girls - A Cheetah-licious... Club Pack	Walt Disney Records	10/25/2005
Chicken Little Original Soundtrack	Walt Disney Records	11/1/2005
Jesse McCartney - Off The Record EP CD	Hollywood Records	11/1/2005
Regis Philbin - The Regis Philbin Xmas ND Edition	Hollywood Records	11/1/2005
According To Jim Original Soundtrack	Hollywood Records	11/1/2005
Steve Tyrell - Songs of Sinatra	Hollywood Records	11/8/2005
Smallville ST (The Metropolis Mix) Original Soundtrack	Hollywood Records	11/8/2005

Nightmare Before Christmas	Walt Disney Records	11/8/2005
Jesse McCartney - Live: The Beautiful Soul Tour	Hollywood Records	11/15/2005
Disney's Karaoke Series: Chicken Little	Walt Disney Records	11/15/2005
The Muppet Christmas Carol Original Soundtrack	Walt Disney Records	11/22/2005
Seu Jorge - Life Aquatic Studio Sessions	Hollywood Records	11/22/2005
Holiday Wishes	Walt Disney Records	12/6/2005
Narnia Original Soundtrack	Walt Disney Records	12/13/2005
Baby Einstein - Meet The Orchestra	Walt Disney Records	12/20/2005
JoJo's Circus Original Soundtrack	Walt Disney Records	12/20/2005
Casanova Original Soundtrack	Hollywood Records	12/20/2005
High School Musical Original Soundtrack	Walt Disney Records	1/10/2006
Glory Road Original Soundtrack	Hollywood Records	1/10/2006
Lady and the Tramp and Friends	Walt Disney Records	2/7/2006
Bambi II Original Soundtrack	Walt Disney Records	2/7/2006
Disney Cuties	Walt Disney Records	2/7/2006
Disney's Greatest Hits Volume 3	Walt Disney Records	2/7/2006
Disney's Karaoke Series: RD Chart Toppers V2	Walt Disney Records	2/7/2006
Ralph's World - Green Gorilla, Monster & Me	Walt Disney Records	2/21/2006
Evans Blue - The Melody and the Energetic...	Hollywood Records	2/21/2006
Elefant - The Black Magic Show	Hollywood Records	2/21/2006
Steve Tyrell - The Disney Standards	Walt Disney Records	2/28/2006
That's So Raven Too Original Soundtrack	Walt Disney Records	3/7/2006
Trent Tomlinson - Country Is My Rock	Lyric Street Records	3/7/2006
Springtime Fun	Walt Disney Records	3/7/2006
Shaggy Dog Original Soundtrack	Walt Disney Records	3/14/2006
SHeDAISY - Fortuneteller's Melody	Lyric Street Records	3/14/2006
Little Einsteins - Musical Missions	Walt Disney Records	3/28/2006
Disneymania 4	Walt Disney Records	4/4/2006
Karaoke Disneymania Vol 2	Walt Disney Records	4/4/2006
Little Einsteins - Musical Missions	Walt Disney Records	4/4/2006

Rascal Flatts - Me and My Gang	Lyric Street Records	4/4/2006
The Wild Original Soundtrack	Walt Disney Records	4/11/2006
Stick It Original Soundtrack	Hollywood Records	4/11/2006
Queen - Stone Cold Classics	Hollywood Records	4/11/2006
Pirates of the Caribbean	Walt Disney Records	5/9/2006
Ralph's World - Happy Lemons	Walt Disney Records	5/16/2006
Ralph's World - Ralph's World	Walt Disney Records	5/16/2006
Baby Einstein - Baby Noah	Walt Disney Records	5/16/2006
Twice Charmed	Walt Disney Records	5/16/2006
High School Musical - Special Edition	Walt Disney Records	5/23/2006
Ralph's World - Peggy's Pie Parlor	Walt Disney Records	5/23/2006
Cars - Original Soundtrack	Walt Disney Records	6/6/2006
Cars - Fast Tracks (Inspired By)	Walt Disney Records	6/6/2006
The Doodlebops - Rock and Bop with the Doodlebops	Walt Disney Records	6/6/2006
The Haunted Mansion	Walt Disney Records	6/6/2006
Tarzan Musical - Original Soundtrack	Walt Disney Records	6/27/2006
Pirates of the Caribbean II Original Soundtrack	Walt Disney Records	7/4/2006
Gran Bel Fisher - Full Moon Cigarette	Hollywood Records	7/25/2006
Jeannie Ortega - No Place Like Brooklyn	Hollywood Records	8/1/2006
High School Musical - Scholastic Exclusive	Walt Disney Records	8/1/2006
Little Mermaid and Friends	Walt Disney Records	8/8/2006
Ralph's World - Kid Astro...	Walt Disney Records	8/8/2006
Breaking Benjamin - Phobia	Hollywood Records	8/8/2006
Cheetah Girls 2 - Original Soundtrack	Walt Disney Records	8/15/2006
Various Artists - Girl Next	Hollywood Records	8/15/2006
Baby Einstein: Wake Up and Goodnight	Walt Disney Records	8/15/2006
Invincible - Original Soundtrack	Hollywood Records	8/22/2006
Ralph's World - At The Bottom Of The Sea	Walt Disney Records	9/5/2006
Los Lobos - The Town and the City	Mammoth Records	9/12/2006
Plain White T's - Every Second Counts	Hollywood Records	9/12/2006

Grey's Anatomy Vol 2 - Original Soundtrack	Hollywood Records	9/12/2006
Indigo Girls - Despite Our Differences	Hollywood Records	9/19/2006
Jesse McCartney - Right Where You Want Me	Hollywood Records	9/19/2006
Aly & AJ - Acoustic Hearts of Winter	Hollywood Records	9/26/2006
Vanessa Hudgens - V	Hollywood Records	9/26/2006

### **Buena Vista Home Entertainment Industry-Wide Domestic Rankings**

Combined DVD, VHS, UMD, Blu-ray, and HD-DVD (E-distribution not included) units / as of Nov. 4, 2006

#### **Top 25 Industry Rankings (11 of Top 25)**

- 1 Lion King
- 3 Aladdin
- 4 Finding Nemo
- 8 Toy Story
- 9 Beauty & the Beast
- 10 Snow White
- 11 Cinderella
- 12 The Little Mermaid
- 15 Bambi
- 18 Pirates of the Caribbean: The Curse of the Black Pearl
- 21 Monsters Inc.

#### **Top 25 Animated Rankings (22 of Top 25)**

- 1 Lion King
- 3 Aladdin
- 4 Finding Nemo
- 5 Toy Story
- 6 Beauty & the Beast
- 7 Snow White
- 8 Cinderella
- 9 The Little Mermaid
- 10 Bambi
- 12 Monsters Inc.

- 13 Pocahontas
- 14 The Fox and the Hound
- 15 The Incredibles
- 17 101 Dalmatians
- 18 Pinocchio
- 19 Toy Story 2
- 20 A Bug's Life
- 21 Peter Pan
- 22 Jungle Book
- 23 Sleeping Beauty
- 24 The AristoCats
- 25 Dumbo

**Top 25 Direct to Video Rankings (17 of Top 25)**

- 1 Lion King 2: Simba's Pride
- 2 Return of Jafar (Aladdin)
- 3 Aladdin: King of Thieves
- 4 Beauty & Beast: The Enchanted Christmas
- 5 Lion King 1 1/2
- 6 Lady and the Tramp 2
- 7 The Little Mermaid 2
- 8 Pooh's Grand Adventure
- 9 Cinderella 2
- 11 Pocahontas 2
- 13 Bambi 2
- 15 Stitch! The Movie
- 17 Fun and Fancy Free
- 18 Buzz Lightyear of Star Command: The Adventure Begins
- 21 Mickey's Once Upon a Christmas
- 23 Tarzan and Jane
- 25 101 Dalmatians Too

**Disney on Ice And Disney Live! Currently Perform in:**

USA, Canada, Mexico, Puerto Rico, Ecuador, Argentina, Chile, Panama, Venezuela, Japan, Australia, Malaysia, Philippines, China, Singapore, Thailand, Brunei, Korea, Taiwan, UK, Ireland, Hungary, Netherlands, France, Sweden, Norway, Finland, Spain, Germany, Belgium, Portugal & Italy



## Operations Parks and Resorts

### Profile

Walt Disney Parks and Resorts (WDP&R) manages the Company's theme park and resort operations, including the Disneyland Resort in Anaheim, California, and the Walt Disney World Resort near Orlando, Florida. WDP&R also operates the world-class Disney Cruise Line, with two ships – the *Disney Magic* and the *Disney Wonder*; the Disney Vacation Club, with seven resorts and more than 100,000 member families; Adventures by Disney, a guided group vacation program that takes Guests to some of the world's most popular travel destinations; Disney Regional Entertainment, which operates the eight ESPN Zone sports dining and entertainment centers; the World of Disney stores in New York, Florida and California; and Walt Disney Imagineering, which creates and designs all Disney parks, resorts, attractions cruise ships and entertainment venues. The segment also manages the Company's interests in the Tokyo Disney Resort and Disneyland Resort Paris, as well as the first-ever Disney theme park resort in China – Hong Kong Disneyland Resort.



## **Operations Parks and Resorts**

### **Business**

Walt Disney World Resort	<a href="http://disneyworld.com">disneyworld.com</a>
Disneyland Resort	<a href="http://disneyland.com">disneyland.com</a>
Tokyo Disney Resort	<a href="http://tokyodisneyresort.co.jp">tokyodisneyresort.co.jp</a>
Disneyland Resort Paris	<a href="http://disneylandparis.com">disneylandparis.com</a>
Hong Kong Disneyland Resort	<a href="http://hongkongdisneyland.com">hongkongdisneyland.com</a>
Disney Vacation Club	<a href="http://disneyvacationclub.com">disneyvacationclub.com</a>
Disney Cruise Line	<a href="http://disneycruise.com">disneycruise.com</a>
Adventures by Disney	<a href="http://adventuresbydisney.com">adventuresbydisney.com</a>
Disney Regional Entertainment	<a href="http://espnzone.com">espnzone.com</a>
World of Disney Stores	<a href="http://worldofdisney.com">worldofdisney.com</a>
Disney's Virtual Magic Kingdom	<a href="http://vmk.com">vmk.com</a>
Walt Disney Imagineering	

## Operations Parks and Resorts

### Key Dates

#### January 23, 2006

"Monsters, Inc. Mike & Sulley to the Rescue!," the new attraction inspired by the film *Monsters, Inc.*, opens at Disney's California Adventure Park as part of Disneyland's 50th anniversary celebration.

#### March 21, 2006

Disney Cruise Line announces the expansion of its itinerary offerings, repositioning the *Disney Magic* for the summer of 2007 to the Port of Barcelona in Spain for 10 and 11-night Mediterranean cruise vacations in Europe.

#### March 29, 2006

Adventures by Disney unveils new itineraries to such destinations as Wyoming, Costa Rica, England, France, and Italy.

#### April 7, 2006

*Expedition Everest* at Disney's Animal Kingdom officially opens to the public.

#### April 8, 2006

*Buzz Lightyear Laser Blast* premieres at Disneyland Park in Paris.

#### May 2, 2006

Disneyland welcomes 12-year-old Emmalee

Mason of Colorado Springs, Colorado, as the honorary two-billionth Guest to visit a Disney Park.

#### June 24, 2006

The star-studded world premiere of Disney's *Pirates of the Caribbean: Dead Man's Chest* is Webcast live from Disneyland to a worldwide audience on MSN Video, and becomes the first-ever live Webcast from a Disney park.

#### June 26, 2006

*The Pirates of the Caribbean* franchise comes full circle with characters and features from the blockbuster films integrated into the attractions at Disneyland and Walt Disney World.

#### July 5, 2006

The Flying Dutchman pirate ghost ship from the film *Pirates of the Caribbean: Dead Man's Chest* arrives at the Disney Cruise Line private island Castaway Cay in the Bahamas.

#### July 13, 2006

Tomorrowland at Hong Kong Disneyland expands with three new attractions – the interactive *Stitch Encounter*, the driving attraction



*Autopia* and *UFO Zone*, a fun-filled water oasis.

**July 14, 2006**

Tokyo DisneySea begins celebrating five years of magic and adventure with a 10-month celebration, kicked off by the debut of the new daytime harbor show *The Legend of Mythica*.

**September 4, 2006**

Tokyo DisneySea celebrated its fifth anniversary with the opening of the thrilling new attraction, *Tower of Terror*.

**September 7, 2006**

The Disney Cruise Line ship *Disney Wonder* embarks on two first-ever 10 and 11-night Southern Caribbean itineraries with new ports of call at St. Kitts and Barbados.

**September 12, 2006**

Hong Kong Disneyland celebrates its one-year anniversary.

**October 1, 2006**

Buoyed by the groundbreaking success of the *Happiest Celebration on Earth*, Walt Disney Parks and Resorts embarks on a new worldwide growth initiative – *Where Dreams Come True*, a campaign designed to deliver the simple message to people around the world that Disney parks are indeed “where dreams come true.”

**October 1, 2006**

*The Year of a Million Dreams* kicks off as part of the global *Where Dreams Come True* campaign at Disneyland Resort in California and Walt

Disney World Resort in Florida. During this 15-month long celebration, a million-plus magical dreams will be rewarded to park Guests and all-new immersive entertainment experiences will debut.

**October 4, 2006**

As part of the launch of Disney's *The Year of a Million Dreams* celebration, the Spangler family of Randolph, Ohio, experiences having the Magic Kingdom all to themselves, as no other family has ever done before.

**October 11, 2006**

Disney Vacation Club announces that it is building a new timeshare resort on Walt Disney World property to meet strong demand for its unique vacation-ownership program. In 2007, Disney Vacation Club will open the first phase of its eighth resort – Disney's Animal Kingdom Villas, which will be part of Disney's Animal Kingdom Lodge and is expected to be completed in 2009.

**October 13, 2006**

As part of the *Finding Nemo* franchise, *The Seas with Nemo & Friends*, opens at Epcot. The attraction, which picks up where the motion picture left off, features technology created by Walt Disney Imagineering that magically enables stars of the film to swim amid the marine life in the pavilion's 5.7-million-gallon saltwater environment.



**October 17, 2006**

Walt Disney Parks and Resorts announces that well-balanced meals for children will now become the standard offering at Disney-operated restaurants and kiosks at its U.S. parks. In

addition, Walt Disney Parks and Resorts announced a plan to eliminate all added trans fats and improve the nutritional value and enhance the taste of most of its food offerings for kids and adults by the end of 2007.



## Operations Parks and Resorts

### Fast Facts

- The **Walt Disney World Resort** employs more than 58,000 cast members, making it the largest single-site workplace in the United States.
- Disney's **Wide World of Sports Complex** at **Walt Disney World** is the official training home of the Atlanta Braves and the Tampa Bay Buccaneers.
- At the **Walt Disney World Resort** in Orlando, more than 2,500 different Cast Member costume designs make up a working wardrobe of about 1.8 million pieces. Approximately 13,000 costume pieces are manufactured each year.
- More than 230 Walt Disney World buses transport guests around the Vacation Kingdom, making the Walt Disney World fleet the third largest in Florida behind Miami and Jacksonville
- There are more than 300 places to dine and more than 350 chefs on staff at **Walt Disney World Resort**. More than 550 sommeliers have been awarded the Court of Master Sommelier Introductory Certificate at **Walt Disney World Resort**, with 300 sommeliers currently in restaurants there.
- Each winter holiday season, **Walt Disney World Resort** is decked with more than 11.3 miles of garland and draped with 300,000 yards of ribbon on more than 1,360 holiday trees.
- There are enough of the famous "Mouse Ear" hats sold each year at the **Walt Disney World Resort** in Orlando to cover the head of every man, woman and child in Portland, Oregon.
- Originally, the front view of **Disneyland's** *Sleeping Beauty Castle* was to be the rear. One day, Walt walked in on designers, picked up the model and turned it completely around. He liked it better with the rear facing forward — so that was the way it was built.
- Over 3,000 weddings are held across Disney properties worldwide each year.



- With more than 35 Level-1 Certified Sommeliers, the Napa Rose restaurant at the **Disneyland Resort's** Grand Californian boasts the most certified wine experts under one roof anywhere in the U.S.A.
- Since the debut of the original *Pirates of the Caribbean* attraction in 1967, more than 500 million Guests have experienced the ride.
- Each year, **Disneyland Resort** Guests consume 1.6 million servings of popcorn, 3.2 million servings of ice cream and 2.8 million churros.
- The Disneyland Band has marched more than 3,500 miles since the opening day of **Disneyland** in 1955.
- In November 2006, a **Disneyland Resort** Guest was randomly selected to receive a 14-day Mediterranean cruise for four departing from Port Canaveral in May 2007 on a Disney Cruise Line, as part of *The Year of a Million Dreams*.
- In 2007 – for the first time ever – the world-class **Disney Cruise Line** will sail to Europe, with itineraries from the port of Barcelona to eight Mediterranean ports of call.
- The **Disney Cruise Line's** *Disney Magic* and *Disney Wonder* were ranked among the Top 10 Overall Cruise Ships by CruiseCritic.com in 2006.
- Porthole Cruise magazine awarded **Disney Cruise Line** the Most Family-Oriented Line, exemplifying service, quality and excellence in 2006.
- The Vista Spa & Salon aboard **Disney Cruise Line** was ranked #4 in the cruise line spa in a Conde Nast Traveler Reader's Choice spa poll. *Disney Wonder* was ranked top for Crew/Service and Cabins in the Conde Nast Traveler Reader's Choice poll.
- One of the most highly rated vacation-ownership programs in the industry, **Disney Vacation Club** celebrated a major milestone in 2006, when its 100,000th member family made a long-term commitment to Disney-quality vacations.
- **Disney Vacation Club** members have a high Disney affinity. Members tend to visit **Walt Disney World** more than once a year and have a relatively longer length of stay. Besides that, they make up to a 50-year commitment to vacation with us.



- All **Disney Vacation Club** resorts are completely sold out except Disney's Saratoga Springs Resort Phase III. The entire project investment for all three phases of Disney's Saratoga Springs Resort was recouped prior to the opening of the first building in Phase III.
- Disney's Animal Kingdom Villas is the newest addition in **Disney Vacation Club** resorts. The resort will feature intricate African-inspired details and home-like amenities, with sweeping views of an expanded savannah inhabited by African animals.
- Over 2 million characters have been created on Disney's **Virtual Magic Kingdom**.
- The average time in-game at Disney's **Virtual Magic Kingdom** is about 90 minutes.
- Both **Disneyland Park** in California and the **Magic Kingdom** in Florida have **Virtual Magic Kingdom** Central locations, where Guests in the parks can continue (or begin) their online adventure and play VMK Quests – park-based trivia adventures. By engaging in Quests, **Virtual Magic Kingdom** players can also win real-world prizes. Over 750,000 virtual prizes have been awarded to online guests who also visited our actual parks in Florida or California.
- **Hong Kong Disneyland** is situated on 250 hectares (one hectare equals 2.47 acres), 200 of which were reclaimed from the sea by filling sand behind a seawall up to 30 meters.
- **Hong Kong Disneyland Resort** features signs in three languages to accommodate the many Guests of varied cultures who visit – English, Simplified Chinese and Traditional Chinese.
- **Hong Kong Disneyland Resort** has more than 250,000 annual flowering plants and 15,000 canopy trees.
- **Tokyo Disneyland** was the first Disney park built outside the United States.
- The **Tokyo DisneySea** waterway contains about 41 million gallons of water – covering more than 22 of the 122 acres of the DisneySea area that's accessible to Guests. The waterway, which weaves throughout the park, is the largest body of water in any Disney theme park.
- In 2007, during Disney's global *Where Dreams Come True* campaign, **Disneyland Resort Paris** will mark its 15th anniversary.
- **Disneyland Paris** is home to 5,000 trees, 59,000 bushes, 2,500 square meters of flower beds, and 40,000 water plants. An additional 7,000 trees, 47,000 bushes and 2,300 square meters of flower beds surround the **Disney Resort Paris Hotels**.





- There are approximately 2 kilometers of hedges in Alice's Curious Labyrinth – an attraction unique to **Disneyland Resort Paris**. The hedges were grown three years before the opening of the Resort.
- With the opening of *Expedition Everest* at Disney's Animal Kingdom in Florida, **Imagineers** created the most high-powered, dynamic Audio-Animatronic figure yet – the 20-foot-tall, menacing Himalayan yeti.
- The *Expedition Everest* mountain peak, at just under 200 feet, is the tallest of 18 mountains created by **Disney Imagineers** at Disney parks worldwide.
- **Walt Disney Imagineering** holds more than 100 patents in special effects, ride systems, interactive technology, live entertainment, fiber optics and advanced audio systems.
- **Walt Disney Imagineering's** ongoing research and development of new technologies includes the first free-moving interactive Audio-Animatronics figure (*Lucky the Dinosaur*); and the world's largest wrap-around projection screen for the 3-D, CG-animated *Mickey's PhilharMagic*.



## Operations Parks and Resorts

### Data

#### Theme Park Opening Dates and Acreage

<b>Date</b>	<b>Park</b>	<b>Location</b>	<b>Acreage</b>
July 1955	Disneyland Park	Anaheim, California	85
October 1971	Magic Kingdom	Lake Buena Vista, Florida	107
October 1982	Epcot	Lake Buena Vista, Florida	300
April 1983	Tokyo Disneyland	Urayasu, Chiba, Japan	126
May 1989	Disney-MGM Studios	Lake Buena Vista, Florida	154
April 1992	Disneyland Paris	Marne La Valle, France	140
April 1998	Disney's Animal Kingdom	Lake Buena Vista, Florida	500
February 2001	Disney's California Adventure	Anaheim, California	55
September 2001	Tokyo DisneySea	Urayasu, Chiba, Japan	122
March 2002	Walt Disney Studios Paris	Marne La Valle, France	50
September 2005	Hong Kong Disneyland	Lantau Island, Hong Kong, China	310 <sub>1</sub>

1. Figure represents total property acreage

## Walt Disney Parks and Resorts Fact Sheet

Business Unit	Opened	Resort Size (Acres) <sup>1</sup>	Number of Hotels/Venues <sup>2</sup>	Number of Hotel Rooms
<b>Disneyland Resort</b>		506	3	2,224
Disneyland Park	1955			
Disney's California Adventure	2001			
<b>Walt Disney World Resort</b>		30,080 <sup>3</sup>	22 <sup>4</sup>	24,000+
The Magic Kingdom	1971			
Epcot	1982			
Disney-MGM Studios	1989			
Disney's Animal Kingdom	1998			
Disney's Typhoon Lagoon	1989			
Disney's Blizzard Beach	1995			
Disney's Wide World of Sports	1997			
<b>Disney Vacation Club</b>	1991	N/A	7 <sup>5</sup>	2,363 <sup>5</sup>
<b>Tokyo Disney Resort<sup>6</sup></b>		494	2	1,006
Tokyo Disneyland Park	1983			
Tokyo DisneySea	2001			
<b>Disneyland Resort Paris<sup>7</sup></b>		4,800 <sup>3</sup>	7	5,760
Disneyland Paris	1992			
Walt Disney Studios Paris	2002			
<b>Hong Kong Disneyland</b>	2005	310	2	1,000
<b>Disney Cruise Line</b>			N/A	
Disney Magic	1998	964ft.		877
Disney Wonder	1999	964ft.		877
<b>Disney Regional Entertainment</b>	1998	N/A	8 ESPN Zones	N/A
<b>Walt Disney Imagineering</b>	1952	N/A	N/A	N/A
<b>The World of Disney Stores</b>	1996	N/A	N/A	N/A

TOTAL Hotels: 38

TOTAL Hotel rooms: 36,000+

All figures are approximations as of August 2006

1. Includes theme parks, hotels, dining and entertainment areas and surrounding land
2. Includes only hotels and Disney Vacation Club properties owned and operated by The Walt Disney Company; Oriental Land Co., Ltd.; Euro Disney S.C.A.; and Hong Kong International Theme Parks, Ltd.
3. Total acreage, including undeveloped land
4. Includes Fort Wilderness Resort & Campground, as well as the five Disney Vacation Club properties at the Walt Disney World Resort
5. Includes the five Disney Vacation Club properties at the Walt Disney World Resort as well as one in Vero Beach, Florida and one at Hilton Head Island, South Carolina
6. A subsidiary of The Walt Disney Company earns royalties on revenues generated by the Tokyo Disney Resort, which is owned and operated by Oriental Land Co., Ltd., a Japanese corporation.
7. The Walt Disney Company has an indirect investment in Euro Disney S.C.A., a publicly held French entity that owns Disneyland Resort Paris. A subsidiary of The Walt Disney Company manages the resort and another subsidiary earns royalties on Disneyland Resort Paris revenues.

## Domestic Convention Space

<b>Resort</b>	<b>Opening Date</b>	<b>Total Meeting Space</b>	<b>Guest Rooms</b>
<b>Walt Disney World Resort</b>			
Disney's Coronado Springs Resort	August 1997	220,000 sq. ft.	1,921 rooms
Disney's Yacht & Beach Club Resorts	November 1990	73,000 sq. ft.	1,217 rooms
Disney's Grand Floridian Resort & Spa	July 1988	40,000 sq. ft.	867 rooms
Disney's BoardWalk Resort	July 1996	20,000 sq. ft.	372 rooms
Disney's Contemporary Resort	October 1971	90,000 sq. ft.	1,008 rooms
	<b>TOTAL</b>	<b>443,000 sq. ft.</b>	<b>5431 rooms</b>
<b>Disneyland Resort</b>			
Disneyland Hotel	January 1988	136,000 sq. ft.	990 rooms
Disney's Paradise Pier Hotel	December 1995	30,000 sq. ft.	489 rooms
Disney's Grand Californian	January 2001	20,000 sq. ft.	745 rooms
	<b>TOTAL</b>	<b>186,000 sq. ft.</b>	<b>2,224 rooms</b>

## Disney Vacation Club Properties

<b>Space</b>	<b>Opening Date</b>	<b>Number of Units</b>
Disney's Old Key West Resort	December 1991	531
Disney's Boardwalk Villas	October 1996	383
The Villas at Disney's Wilderness Lodge	November 2000	136
Disney's Beach Club Villas	July 2002	208
Disney's Saratoga Springs Resort & Spa	May 2004	828*
Disney's Vero Beach Resort	October 1995	175
Disney's Hilton Head Island Resort	March 1996	102
<b>TOTAL</b>		<b>2,363</b>

\* Upon phased completion in 2007

## Disney Regional Entertainment

ESPN Zone Location	Opening Date
Baltimore, Maryland	July 6, 1998
Chicago, Illinois	July 10, 1999
New York City, New York	September 16, 1999
Atlanta, Georgia	January 30, 2000
Washington, DC	April 3, 2000
Anaheim, California	January 11, 2001
Las Vegas, Nevada	July 19, 2001
Denver, Colorado	December 6, 2001

## Walt Disney World Pricing Strategy

Magic Your Way Ticket Prices (effective as of FYE 2006)

Theme Park Days	Base Ticket		Ticket Options		
	Ages 10+	Ages 3-9	Hopper Option	Water fun & More	No Exp.
1-day	\$67.00	\$56.00	\$45	\$50 (3 visits)	N/A
2-day	\$132.00	\$110.00	\$45	\$50 (3 visits)	\$10
3-day	\$192.00	\$160.00	\$45	\$50 (3 visits)	\$15
4-day	\$202.00	\$168.00	\$45	\$50 (4 visits)	\$40
5-day	\$206.00	\$169.00	\$45	\$50 (4 visits)	\$55
6-day	\$208.00	\$171.00	\$45	\$50 (5 visits)	\$60
7-day	\$210.00	\$173.00	\$45	\$50 (6 visits)	\$90
8-day	\$212.00	\$175.00	\$45	\$50 (6 visits)	\$125
9-day	\$214.00	\$176.00	\$45	\$50 (6 visits)	\$150
10-day	\$216.00	\$177.00	\$45	\$50 (6 visits)	\$155

## **FASTPASS Attractions**

### **The Walt Disney World® Resort (27 Total)**

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#### **Magic Kingdom® Park**

Buzz Lightyear's Space Ranger Spin

Peter Pan's Flight

Jungle Cruise

Big Thunder Mountain Railroad

The Many Adventures of Winnie the Pooh

Mickey's PhilharMagic

Space Mountain®

Stitch's Great Escape!™

Splash Mountain®

#### **Epcot®**

Test Track

Maelstrom

"Honey, I Shrunk the Audience"

Mission: SPACE

Living with the Land

Soarin'™

#### **Disney-MGM Studios**

Rock 'n' Roller Coaster® Starring Aerosmith

Indiana Jones™ Epic Stunt Spectacular!

The Twilight Zone Tower of Terror™

Voyage of the Little Mermaid

Star Tours - the ultimate Star Wars™ thrill ride

Lights, Motors, Action!™ Extreme Stunt Show

#### **Disney's Animal Kingdom® Theme Park**

DINOSAUR

It's Tough to be a Bug!®

Kilimanjaro Safaris®

Primeval Whirl®

Kali River Rapids®

Expedition Everest - Legend of the Forbidden Mountain™

### **Disneyland® Resort (13 Total)**

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#### **Disneyland Park**

Autopia, presented by Chevron

Splash Mountain®

Indiana Jones™ Adventure

Big Thunder Mountain Railroad

Roger Rabbit's Car Toon Spin

Buzz Lightyear Astro Blasters

Space Mountain®

Haunted Mansion (seasonal)

#### **Disney's California Adventure® Park**

California Screamin'

Mulholland Madness, presented by Alamo

Grizzly River Run

The Twilight Zone Tower of Terror™

Soarin' Over California

**Tokyo Disney® Resort (16 Total)**

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**Tokyo Disneyland® Park**

Big Thunder Mountain	Splash Mountain®
Pooh's Hunny Hunt	Buzz Lightyear Astro Blasters
MicroAdventure!	Haunted Mansion
Space Mountain®	It's a Small World (seasonal)

**Tokyo DisneySea® Park**

Journey to the Center of the Earth	The Magic Lamp Theater
Indiana Jones® Adventure: Temple of the Crystal Skull	20,000 Leagues Under the Sea
Mermaid Lagoon Theater	The Twilight Zone Tower of Terror™
StormRider	Raging Spirits

**Hong Kong Disneyland® Resort (4 Total)**

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Space Mountain®	Theater in the Wild featuring Festival of the Lion King
Buzz Lightyear Astro Blasters	The Many Adventures of Winnie the Pooh

**Disneyland® Resort Paris (8 Total)**

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**Disneyland® Park**

Big Thunder Mountain	Peter Pan's Flight
Buzz Lightyear Laser Blast	Space Mountain®: Mission 2
Indiana Jones™ and the Temple of Peril	Star Tours

**Walt Disney Studios® Park**

Rock 'n' Roller Coaster starring Aerosmith (seasonal)	Flying Carpets Over Agrabah (seasonal)
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## Operations

### Consumer Products

#### Profile

Disney Consumer Products (DCP) is the business segment of The Walt Disney Company that partners with licensees, manufacturers, publishers, and retailers throughout the world to design, promote, and sell a wide variety of products based on existing and new Disney characters and other intellectual property. In addition to leveraging the Company's film and television properties, Consumer Products develops new intellectual property within its publishing and interactive gaming divisions with the potential of being leveraged across the Company. The Company also engages in retail and online distribution of products based on the Company's characters and films through The Disney Store and DisneyShopping.com, respectively. The Disney Store is owned and operated in Europe and is franchised in North America and Japan.





## **Operations**

### **Consumer Products**

#### **Business**

##### **Disney Merchandise Licensing**

Disney Toys & Consumer Electronics

Disney Apparel, Accessories & Footwear

Disney Food, Health & Beauty

Disney Home Furnishings and Décor

[disney.go.com/disneyhome](http://disney.go.com/disneyhome)

Disney Stationery

##### **The Baby Einstein Company**

[babyeinstein.com](http://babyeinstein.com)

##### **Disney Publishing Worldwide**

[disneypubworld.com](http://disneypubworld.com)

Disney Book Group

[disneybooks.com](http://disneybooks.com)

Hyperion

[hyperionbooks.com](http://hyperionbooks.com)

Disney Press

[disneybooks.com](http://disneybooks.com)

Disney Editions

Disney Libri

[disneylibri.it/](http://disneylibri.it/)

Disney Adventures

[disney.com/disneyadventures](http://disney.com/disneyadventures)

Wondertime Magazine

[wondertime.go.com](http://wondertime.go.com)

FamilyFun Magazine

[familyfun.com/](http://familyfun.com/)

##### **Buena Vista Games**

[buenavistagames.go.com](http://buenavistagames.go.com)

##### **DisneyShopping.com**

[disneyshopping.com](http://disneyshopping.com)

##### **Disney Store**

[destinations.disney.go.com/wod/store/index](http://destinations.disney.go.com/wod/store/index)

(licensing agreements in North America and Japan, and wholly owned stores in Europe)

## Operations Consumer Products

### Key Dates

#### February 14, 2006

Disney Publishing Worldwide (DPW) proudly announces the launch of *Wondertime*, a parenting magazine for mothers of children from birth to age six.

#### March 7, 2006

The Baby Einstein Company debuts its newest DVD and video title, *Meet the Orchestra™: First Instruments*, further enhancing Baby Einstein's award-winning collection of music titles, which include Baby Mozart™, Baby Bach™ and Baby Beethoven™.

#### March 24, 2006

Buena Vista Games announces it will publish *Desperate Housewives*, a lifestyle simulation PC game based on the top-rated, Golden Globe-winning ABC-TV series, produced by Touchstone Television.

#### March 28, 2006

Square Enix and Buena Vista Games announce the release of the highly-anticipated role-playing game, *Kingdom Hearts® II*. Exclusively for the PlayStation®2 computer entertainment system,

*Kingdom Hearts II* is the sequel to *Kingdom Hearts*, one of the top ten best-selling PlayStation 2 titles of all time in North America.

#### May 1, 2006

Buena Vista Games announces the creation and publishing of the company's first video game based on an original property, *Spectrobes*, to be released exclusively for the Nintendo DS™.

#### May 4, 2006

Disney Consumer Products launches a new line of tween merchandise inspired by the smash-hit *High School Musical*, the Disney Channel Original Movie that made history across multiple media platforms.

#### May 10, 2006

Buena Vista Games unveils its new video game lineup at the 2006 Electronic Entertainment Expo (E3), including titles inspired by major theatrical releases, popular and award-winning television shows and new intellectual properties.

#### May 17, 2006

Disney announces a master licensing agreement for Disney Consumer Products in Indochina,



including Vietnam, Cambodia and Laos, appointing East Media Holdings Inc. the official & exclusive partner for The Walt Disney Company, responsible for the licensing of Disney-branded consumer products for numerous categories from publishing to food and beverages, apparel and accessories, to school and party goods.

**June 9, 2006**

Disney-Pixar's *Cars* opens in theaters, supported by the largest merchandising program since *The Lion King*.

**June 20, 2006**

Disney opens Licensing International 2006 in New York by revealing Brittany Murphy as the voice of the main character in *Tinker Bell*. The movie, to release globally in 2008 by DisneyToon Studios and Walt Disney Home Entertainment, will be supported with a strong marketing campaign and a broad consumer products line at major retailers around the world.

**June 27, 2006**

BVG's video games based on Walt Disney Pictures' feature film *Pirates of the Caribbean: Dead Man's Chest* are released in retail stores in North America on the PSP, Nintendo DS and Game Boy Advance platforms, prior to the film's release.

**July 25, 2006**

The Kroger Company and Disney Consumer Products announce an exclusive new line of Disney Magic Selections-branded products

featuring Disney and Disney-Pixar characters on competitively-priced food, health and beauty items. The first products to launch include a food line offering healthy alternatives. Baby and toddler products, personal care and floral items are to launch in 2007.

**September 6, 2006**

Disney Consumer Products unveils a new line of Disney Pix digital cameras especially designed for kids and tweens. Available in a variety of styles and character-themed designs for all ages including *High School Musical*, *Cars* and *Pirates of the Caribbean*, the new Disney Pix line features digital cameras, camcorders and peripherals that allow young users to shoot, edit, print and share their own digital photographs.

**September 15, 2006**

Disney Consumer Products launches a new fashion line for tween girls inspired by the popular TV series *That's So Raven* and its spunky lead character played by international superstar Raven-Symoné. Designed by Disney, with input from Raven, the line is available exclusively at Wal-Mart stores throughout Canada.

**September 19, 2006**

Disney introduces the new Disney Mix Max personal digital media player, part of its popular consumer electronics line for kids. The Disney Mix Max plays movies on Disney Max Clips - tiny plug & play memory cards containing full-length movies from Buena Vista Home Entertainment.



**September 28, 2006**

Buena Vista Games announces the acquisition of the award-winning video game developer Climax Racing from Climax Group Ltd. The studio and its products have won or been nominated for dozens of awards, including winning four IGN "Best of Show" awards at E3 2006.

**October 4, 2006**

Buena Vista Games releases three new handheld video games based on the "Disney Princess" and "The Little Mermaid" franchises, including Disney's *The Little Mermaid: Ariel's Undersea Adventure* for the Nintendo DS, Disney's *The Little Mermaid: Magic in Two Kingdoms* for the Game Boy Advance, and *Disney Princess: Royal Adventure* for the Game Boy Advance.

**October 4, 2006**

In celebration of the first-ever two-disc Platinum Edition DVD release of *The Little Mermaid*, Disney Consumer Products, in collaboration with Walt Disney Home Entertainment, brings to stores the largest assortment of *Little Mermaid* merchandise available since the film's 1989 release - more than 2,200 fun and imaginative products with an "under-the-sea" theme.

**October 11, 2006**

Disney Consumer Products signs a franchise agreement with Delhi-based Ravi Jaipuria to open 150 'Disney Artist' stores across India over the following five years.

**October 16, 2006**

The Walt Disney Company introduces new food guidelines aimed at giving parents and children healthier eating options. The new policies call for Disney to use its name and characters only on kid-focused products that meet specific guidelines, including limits on calories, fat, saturated fat and sugar.

**November 7, 2006**

Buena Vista Games announces the formation of Fall Line Studios, a new video game development studio dedicated to creating innovative games for Nintendo platforms. Based in Salt Lake City, Fall Line Studio's focus is to develop games based on Disney's characters, television shows and entertainment franchises as well as creating new intellectual property for the Nintendo DS and Wii™ game systems.

**November 14, 2006**

DisneyShopping.com unveils a new website design for the holiday season, offering more than 8,000 products and new features meant to streamline the online shopping experience.

**November 21, 2006**

Disney and Payless ShoeSource announce a deal to strengthen their relationship, with plans to develop their first 'direct-to-retail' licensed footwear collection. The multi-year deal will bring together the Payless and Disney design teams to create a special line of fun, high-quality footwear styles featuring Disney and Disney·Pixar



characters. Payless will source, market and sell the line through its nearly 4,600 store chain and on Payless.com.

**December 7, 2006**

Following the tremendous success of *Hannah Montana*, Disney Consumer Products announces

a new line of products inspired by the Disney Channel hit that will play up the themes of music, fashion and fun with an assortment of apparel, home decor, stationery, games, electronics, personal care and much more.



## Operations

### Consumer Products

#### Fast Facts

- Since its release, the Square Enix and **Buena Vista Games** *Kingdom Hearts* series has sold more than 10 million units worldwide.
- **Disney Princess** films are five of the top six Disney video releases of all time.
- **Disney Princess** titles are four of the five top direct-to-video premieres of all time.
- **Baby Einstein** DVDs are distributed in more than 30 countries and in 25 different languages.
- In 2006, Women's Wear Daily named **Disney** one of the Top 100 most recognizable brands in fashion, ranking ahead of revered labels such as Louis Vuitton, J. Crew and ESPRIT.
- Through books and magazines, **Disney Publishing Worldwide** reaches an average of more than 100 million readers monthly.
- **Disney Publishing Worldwide** is the largest children's publisher in the world, with 274 children's magazines published and 120 million children's books sold each year, publishing books and magazines in 55 languages in 75 countries.
- For *Pirates of the Caribbean: Dead Man's Chest*, **Disney Publishing Worldwide** launched its largest ever publishing program supporting a live-action film— with 123 different books available worldwide and a new magazine, *Disney Pirates of the Caribbean*.
- The release of *Fairy Dust and the Quest for the Egg* in the fall of 2005 marked the first time Disney had released a children's book in the U.S. and abroad simultaneously. The book is published in 50 countries and printed in 32 languages, and had an initial one-million book launch – all firsts for **The Walt Disney Company**. The book from **Disney Press** spent 26 weeks on the New York Times Bestseller List.



- In 2006, Disney's **Fairies Magazine** was successfully launched in Italy, Malaysia, Singapore, GSA, Poland, Spain, the Nordic countries, Portugal and Benelux, to critical acclaim.
- **Mickey Mouse Magazines** are published under 39 titles in 23 countries, ranging from Brazil to Bulgaria.
- **FamilyFun Magazine** is the nation's largest family magazine targeting parents with children 3-12 years old.
- **Princess Magazine** is available in 32 editions in 70 countries
- In 2005, Forbes magazine ranked **Mickey Mouse** as the world's most valuable character.
- **Winnie the Pooh** entertainment and products can be found in over 38 countries and in 29 languages.
- **Power Rangers** have been on television in 140 countries.
- Since **Power Rangers** first appeared on American television in 1993, the toy line has consistently topped sales charts each year in the U.S., and has established Power Rangers as the best-selling male action brand year after year.
- The **Cars** merchandise program is the #2 movie merchandise program of all time after Star Wars in 2005.
- In 2006, based on the hit movie **Cars**, Fast Talkin' Lightning McQueen was chosen for Toy Insider's Hot 20 toys and nominated for Toy Of the Year.



## Operations

### Consumer Products

#### Data

##### CY06 Buena Vista Games Release Schedule

In-Store Date	Title	Platform	ESRB Rating
2/8/2006	Finding Nemo: Escape to the Big Blue*	Nintendo DS	E
3/28/2006	Kingdom Hearts II*	Sony PlayStation®2	E
4/4/2006	Walt Disney Pictures Presents The Wild	Nintendo GBA	E
6/6/2006	Cars*	Sony PlayStation®2	E
6/6/2006	Cars*	Microsoft Xbox	E
6/6/2006	Cars*	Nintendo GBA	E
6/6/2006	Cars*	Nintendo DS	E
6/6/2006	Cars*	Sony PSP	E
6/6/2006	Cars*	PC / Win	E
6/6/2006	Cars*	Nintendo Game Cube	E
6/27/06	Disney Pirates of the Caribbean: Dead Man's Chest	Nintendo DS	T
6/27/06	Disney Pirates of the Caribbean: Dead Man's Chest	Nintendo GBA	E 10+
6/27/06	Disney Pirates of the Caribbean: Dead Man's Chest	Sony PSP	T
9/12/06	Disney's Little Einsteins	Nintendo GBA	E
10/3/06	Disney's The Little Mermaid: Ariel's Undersea Adventure	Nintendo DS	E
10/3/06	Disney's The Little Mermaid: Magic in Two Kingdoms	Nintendo GBA	E
10/5/06	Desperate Housewives	PC / Win	T
10/10/06	Hannah Montana	Nintendo DS	E



10/10/06	Disney Princess: Royal Adventure	Nintendo GBA	E
10/17/06	Disney's American Dragon: Jake Long, Attack of the Dark Dragon	Nintendo DS	E
10/17/06	Disney's American Dragon: Jake Long, Rise of the Huntsclan	Nintendo GBA	E 10+
10/23/06	Cars*	Microsoft XBOX 360	E
10/24/06	Disney's Kim Possible: What's the Switch	Sony PlayStation®2	E
11/7/06	Every Extend Extra	Sony PSP	E
11/7/06	Disney's Chicken Little: Ace in Action	Sony PlayStation®2	E 10+
11/14/06	Disney's Chicken Little: Ace in Action	Nintendo DS	E
11/16/06	Cars*	Nintendo Wii	E
12/19/06	Disney's Chicken Little: Ace in Action	Nintendo Wii	E 10+

\* Not produced by Buena Vista Games

# History



## History

### 2006



**November 16, 2006**

#### **Mary Poppins on Broadway**

After a long run in London, *Mary Poppins* opens on Broadway.



**October 30, 2006**

#### **Disney Donates to Children's Hospital Los Angeles**

President and CEO Bob Iger presents \$5 million to Children's Hospital Los Angeles. The gift is the largest donation the hospital had ever received from a corporate foundation.



**October 16, 2006**

#### **New Healthy Food Initiative Unveiled**

The Walt Disney Company introduces new food guidelines aimed at giving parents and children healthier eating options. The new policies call for Disney to use its name and characters only on products that meet specific guidelines, including limits on calories, fat, saturated fat and sugar. Disney also announces nutritionally-beneficial changes in the meals served to children at all Disney-operated restaurants in its Parks and Resorts.



**October 1, 2006**

#### **Year of a Million Dreams Begins**

Disney Parks kick off the *Where Dreams Come True* initiative, a worldwide marketing campaign meant to unify the positioning of Disney's parks across the world, and the *Year of a Million Dreams* celebration at Disney's domestic parks, in which Disney cast members, will award a million magical dreams.



**September 23, 2006**

**ABC Series Once Again Available Online**

After a successful experimental launch, Disney-ABC Television Group again begins offering ad-supported, full-length episodes of several ABC primetime series online at [www.abc.com](http://www.abc.com). ABC and its Affiliate Association reach an arrangement which allows local affiliates to participate in the initiative through local advertising sales, branding opportunities and website links.



**September 19, 2006**

**Wesley Coleman Named Chief Human Resources Officer**

Wesley Coleman is named Executive Vice President and Chief Human Resources Officer for The Walt Disney Company. Mr. Coleman joins Disney from Nike where he served as vice president, Global Human Resources since 2002.



**September 12, 2006**

**Disney Films Available on iTunes**

Over 75 movies from Walt Disney Pictures, Pixar, Touchstone Pictures and Miramax Films were made available for purchase.



**September 11, 2006**

**Monday Night Football on ESPN**

*Monday Night Football* debuts on ESPN with a special opening double-header, delivering the network's biggest audience ever and the second largest audience in cable television history.



**September 8, 2006**

**Pirates of the Caribbean 2 Reaches \$1 Billion Mark**

*Pirates of the Caribbean: Dead Man's Chest*, the summer blockbuster from Walt Disney Pictures and Jerry Bruckheimer Films, adds a new milestone, officially crossing the \$1 billion mark at the global box office.



**August 9, 2006**

**Disney Sells Share in Us Weekly Magazine**

Wenner Media and The Walt Disney Company announce that Wenner Media has acquired Disney's 50 percent stake in Us Weekly LLC, which publishes Us Weekly. Disney had invested in Us Weekly and formed the 50/50 Us Weekly LLC joint venture with Wenner Media in February 2001.



**July 25, 2006**

**Walt Disney Acquires Hungama Television Channel in India**

The Company announces an agreement to acquire Hungama TV, a leading Indian children's television channel, and take an equity interest in media company UTV Software Communications Limited.



**July 18, 2006**

**Walt Disney Studios Moves to Increase its Disney Branded Output Strategy**

The Walt Disney Studios announces a strategic shift toward more Disney branded movies. The studio will produce and distribute approximately 10 Disney live-action / animated films a year and two to three Touchstone films a year. In addition, several of its business units are restructured under two global organizations – Buena Vista Worldwide Marketing and Distribution, and Buena Vista Worldwide Home Entertainment.



**July 18, 2006**

**The Lion King Opens in Shanghai**

The Broadway production of *The Lion King* opens at Shanghai's Grand Theatre for a 100-show run.



**June 28, 2006**

**John E. Pepper, Jr. to become Chairman**

The Walt Disney Company Board of Directors elects independent Disney Director and former Procter & Gamble Chairman and CEO John E. Pepper, Jr. to serve as non-executive Chairman of the Board, effective January 1, 2007, succeeding Senator George J. Mitchell, who served as Disney Chairman since March 2004.



**June 2, 2006**

**Disney Channel Programming Makes Broadband Debut**

Disney Channel airs full episodes of its popular original series online at DisneyChannel.com. The site's new broadband player features full-length episodes of such series as *The Suite Life of Zack & Cody*, *That's So Raven*, *American Dragon: Jake Long* and *Kim Possible* in six different languages, free and on-demand.



**May 5, 2006**

**Mickey Mouse Clubhouse Premieres**

Mickey Mouse reemerges on the small screen with *Mickey Mouse Clubhouse*, the hit CG primetime program for children.



**May 5, 2006**

**Disney Completes Pixar Acquisition**

The Walt Disney Company completes its acquisition of renowned computer animation leader Pixar. In the all-stock transaction, 2.3 Disney shares are issued for each Pixar share. The acquisition combines Pixar's creative and technological resources with Disney's portfolio of family entertainment, characters, theme parks and other franchises, resulting in vast potential for new landmark creative output and technological innovation. Garnering an impressive 20 Academy Awards, Pixar's creative team and global box office success make it a leader in quality family entertainment.



**May 2, 2006**

**Disney Parks Welcome 2 Billionth Guest**

At 9:02am, Disneyland welcomes 12-year old Emmalee Mason of Colorado Springs, Colorado, as the honorary two-billionth guest to visit a Disney Park.



**April 10, 2006**

**ABC Primetime Airs Online**

Disney-ABC Television Group announces that it will offer ad-supported, full-length episodes of four ABC primetime series online at ABC.com, as part of a two-month-long experiment.



**April 5, 2006**

**Disney Continues Support to Gulf Coast Region**

As part of an ongoing commitment to the rebuilding efforts in areas of the Gulf Coast hit hard by hurricanes last year, The Walt Disney Company, on behalf of Disney Worldwide Outreach, donates \$1.5 million to the Boys & Girls Clubs of America, funds which will go towards rebuilding 16 Clubs in the Gulf Coast that were severely damaged.



**March 1, 2006**

**Disney Foundation Contributes to MLK Memorial**

The Walt Disney Company Foundation leads a Hollywood effort to raise awareness and financial backing for the building of the Martin Luther King, Jr. National Memorial by donating \$2.5 million and underwriting the "Dream Dinner" fundraiser.



**February 9, 2006**

**Oswald the Lucky Rabbit Returns to Disney**

After an 80-Year Absence, the company announces the return of Oswald the Lucky Rabbit to The Walt Disney Company by agreement with NBC/Universal, the company that had previously owned the rights to Oswald since his theatrical debut in 1927. Oswald was the first Disney character to appear on merchandise, including candy bars and a stencil set.



**February 6, 2006**

**ABC Radio to Merge with Citadel Broadcasting**

The Walt Disney Company and Citadel Broadcasting Corporation announce a definitive agreement to combine ABC Radio, which includes 22 radio stations and the ABC Radio Networks, with Citadel Broadcasting. The newly combined company is to be named Citadel Communications.



**January 24, 2006**

**Disney Announces Deal to Acquire Pixar**

The Walt Disney Company announces an agreement to acquire computer animation leader Pixar in an all-stock transaction, advancing its strategy of developing outstanding creative content.



**January 23, 2006**

**Team Disney Building Dedicated to Michael Eisner**

Disney President and CEO Bob Iger, Chairman of the Board Senator George Mitchell, the Board of Directors and hundreds of Disney employees gathered at The Walt Disney Studios to honor former CEO Michael Eisner at a dedication ceremony for Team Disney – The Michael D. Eisner Building.



**January 20, 2006**

**High School Musical Premieres**

Disney Channel's Original Movie, *High School Musical*, premieres on the Disney Channel. The worldwide smash hit goes on to win an Emmy award and sells more than 2.7 million DVD units in fiscal 2006. Its best selling soundtrack goes platinum in nine countries and gold in seven more.



**January 3, 2006**

**ABC News and ESPN Sports Come to iTunes**

The Walt Disney Company announces the addition of programming from ESPN and ABC Sports, ABC Entertainment and Touchstone Television, ABC Family, ABC News, Buena Vista Television, Disney Channel, and SOAPnet, as well as content produced by Walt Disney Feature Animation, to Apple's iTunes Music Store.

**2005**



**December 9, 2005**

**The Chronicles of Narnia is released**

*The Chronicles of Narnia: The Lion, The Witch and The Wardrobe* is released in theatres worldwide, to critical acclaim and box-office success.



**October 12, 2005**

**TV shows available for download**

Disney, ABC and Apple announce a deal to sell television shows online via Apple's iTunes download service. *Lost*, *Desperate Housewives* and *That's So Raven* are some of the shows available for purchase.



**October 2, 2005**

**Bob Iger becomes CEO**

Bob Iger succeeds Michael Eisner as CEO of The Walt Disney Company, the sixth CEO in the Company's 82-year history.



**September 12, 2005**

**Hong Kong Disneyland Opens**

Hong Kong Disneyland, Disney's 11th vacation destination and first theme park in China, opens its gates.



**July 17, 2005**

**Disneyland Celebrates 50 Years of Magic**

Disneyland Park in Anaheim officially celebrates its 50th birthday.





**May 5, 2005**

**Disney's Happiest Celebration on Earth kicks off**

The 50th Anniversary of Disneyland kicks off the worldwide *Happiest Celebration on Earth*.



**April 18, 2005 Monday Night Football moves to ESPN**

It is announced that Monday Night Football will move to ESPN under an eight-year agreement between ESPN and the National Football League.



**March 29, 2005**

**The Weinsteins and Walt Disney Studios Dissolve Their Partnership**

The Walt Disney Studios and Miramax co-chairmen Bob and Harvey Weinstein reach a mutual agreement concluding the Weinsteins' current deal with The Walt Disney Company.



**March 13, 2005**

**Bob Iger elected CEO of The Walt Disney Company**

Disney's Board of Directors announces that Robert A. Iger has been unanimously elected Chief Executive Officer effective September 30, 2005.



**February 25, 2005**

**Disney sells Mighty Ducks of Anaheim to local philanthropist**

The Walt Disney Company sells the *Mighty Ducks* of Anaheim to Dr. Henry Samueli and his wife, Susan.

**2004**



**December 15, 2004**

**Mary Poppins opens in London**

Presented by Disney and Cameron Mackintosh, the musical *Mary Poppins*, opens in London's West End.



**December 2, 2004**

**Magic Your Way**

Walt Disney Theme Parks and Resorts announces an innovative new ticket plan called "Magic Your Way" that allows Walt Disney World guests to create their own tickets for a customized vacation.



**November 21, 2004**

**The Disney Stores changes hands**

The Children's Place Retail Stores, Inc. and The Walt Disney Company finalize the agreement announced in October 2004 for The Children's Place to acquire and operate, under a long-term licensing agreement, the Disney Store retail chain in North America.



**November 5, 2004**

**The Incredibles opens nationwide**

*The Incredibles* opens in theaters.



**September 10, 2004**

**Michael Eisner's Retirement announcement**

Michael Eisner sends a letter to the Board, announcing his intention to retire as CEO at the end of his contract.



**September 7, 2004**

**25 Years of Sports...**

ESPN celebrates its 25th anniversary. The company has grown from one network in 1979 to more than 50 business entities today.



**May 15, 2004**

**The Disney family expands**

The Walt Disney Company signs an agreement with The Jim Henson Company to buy the Muppets.



**January 8, 2004**

**500 million...and still growing**

The Disneyland Resort welcomes its 500 millionth guest.



**January 7, 2004**

**ESPN Deportes launches as a 24-hour network**

The Spanish-language sports network serves Spanish-speaking U.S. sports fans with live events, news and information programming, highlighted by a Spanish-language SportsCenter.

**2003**



**November 18, 2003**

**Mickey Mouse turns 75**

The mouse that started it all, Mickey Mouse, turns 75.



**October 9, 2003**

**WDW Debuts an Out-of-this-World Attraction**

Walt Disney Parks and Resorts unveil *Mission: SPACE*, located in Epcot at the Walt Disney World Resort.



**October 1, 2003**

**ESPN2 Anniversary**

ESPN2 celebrates its 10th anniversary. The network is the second largest and second most-viewed national sports network.



**May 30, 2003**

**Nemo is the big fish**

Disney / Pixar's *Finding Nemo* swims to the No. 1 slot at the domestic box office, grossing more than \$70 million in its initial three days of release and going on to gross more than \$865 million worldwide.



**April 18, 2003**

**Disney Channel celebrates 20 Years**

Disney Channel celebrates its 20th Anniversary. When it launched as a pay cable network on April 18, 1983, Disney Channel aired 16 hours a day and ended its debut season with 712,000 subscribers.

**2002**



**December 16, 2002**

**50 Years of Imagineering**

Walt Disney Imagineering celebrates its 50th Anniversary. Disney Imagineers are responsible for designing and building 11 Disney theme parks worldwide.



**April 1, 2002**

**The Disney Store Japan is acquired by Oriental Land Co., Ltd.**

Oriental Land Co. Ltd., owner and operator of the Tokyo Disney Resort, acquires The Disney Store Japan.



**March 16, 2002**

**Disneyland Paris becomes a resort**

Disneyland Resort Paris welcomes a second theme park, as Walt Disney Studios Park opens its gates.

**2001**



**December 5, 2001**

**Walt Disney World celebrates 100 Years of Magic**

The 100 Years of Magic at Walt Disney World honors the 100th Anniversary of Walt Disney's birth with a 15-month long celebration.

**November 6, 2001**

**Disney thinks Einstein is a good match**

The Walt Disney Company acquires The Baby Einstein Company, the award winning creator of highly innovative media products, toys and books for babies and toddlers.



**October 24, 2001**

**Disney acquires Fox Family Worldwide**



The Company acquires Fox Family Worldwide, Inc. (subsequently re-named ABC Family Worldwide).

**October 9, 2001**

**The One that Started It All premieres on Disney DVD**



*Snow White* is released on Disney DVD and sells more than 1 million copies on its first day in release.

**October 1, 2001**

**Walt Disney World celebrates 30 Years**



The Walt Disney World Resort celebrates its 30th anniversary since opening in 1971.

**September 4, 2001**

**Tokyo Disneyland becomes a resort**



Tokyo DisneySea, the second Disney theme park in Japan, opens adjacent to Tokyo Disneyland.

**February 8, 2001**

**Disney's California Adventure shines in California**



Disney's California Adventure, the company's sixth domestic theme park, opens in Anaheim, California, featuring lands and attractions celebrating the adventure, diversity and natural beauty of California.

**2000**

**November 30, 2000**

**ABC Building dedicated**



Walt Disney Company President and COO Bob Iger dedicate the new ABC Riverside building on the Disney lot in Burbank.



**March 23, 2000**

**Aida conquers Broadway**

Aida, a new musical by Elton John and Tim Rice, becomes the third Disney theatrical production to open on Broadway.



**January 24, 2000**

**SOAPnet debuts**

SOAPnet, the new Disney/ABC Cable Network's 24-hour soap opera channel, launches.



**January 24, 2000**

**Bob Iger becomes President and COO**

Robert A. Iger becomes President and Chief Operating Officer of The Walt Disney Company, as well as a member of its Board of Directors.

**Nineties**



**November 2, 1999**

**Hong Kong Disneyland Project announced**

Disney announces it will partner with the Hong Kong SAR Government to develop Hong Kong Disneyland, which opened September 12, 2005.



**October 1, 1999**

**The Millennium Celebration debuts at WDW**

The 15-month Millennium Celebration at Walt Disney World begins as guests "celebrate the future hand in hand."

**August 24, 1999**

**Disney sells Fairchild Publications, Inc.**

Disney agrees to sell Fairchild Publications Inc., a subsidiary of ABC Inc. and publisher of *W*, *Jane* and *Women's Wear Daily*, to Advance Publications, Inc.



**July 8, 1999**

**ABC Entertainment Television Group created**

Walt Disney Television Studio, including Buena Vista Television Productions, and ABC's Primetime Division join forces and become ABC Entertainment Television Group.



**July 30, 1998**

**Disney Cruise Line launches**

*Disney Magic* departs on its maiden voyage. Disney's second cruise ship, *Disney Wonder*, launches the following summer.



**July 12, 1998**

**ESPN Zone scores in Baltimore**

The first ESPN Zone, a sports-themed restaurant and entertainment complex, debuts in Baltimore, Md. There are currently eight ESPN Zones nationwide.



**June 19, 1998**

**Disney common stock splits**

Disney records a three-for-one stock split.



**November 13, 1997**

**The Lion King: The Broadway Musical premieres**

*The Lion King: The Broadway Musical* debuts on Broadway in the newly refurbished New Amsterdam Theatre. *The Lion King* goes on to win six Tony Awards including Best Musical, Best Director - Musical and Best Costuming.



**September 3, 1997**

**ESPN acquires Classic Sports Network**

ESPN reaches an agreement to acquire Classic Sports Network, which features the greatest games, heroes and stories in the history of sports. The network is renamed ESPN Classic.

**April 4, 1997**

**Knight-Ridder, Inc. buys ABC Newspapers**

Knight-Ridder, Inc. announces an agreement with Disney to purchase four newspapers owned by ABC, Inc. for \$1.65 billion.



**April 3, 1997**

**Disney purchases stake in Starwave Corporation**

Disney purchases a significant equity stake in Starwave Corporation, a leading producer of Internet media, and assumes operational control of the company.



**February 24, 1997**

**Disney and Pixar join forces**

Disney announces an agreement with Pixar to create five animated films over the next 10 years including *A Bug's Life* (1998), *Monsters, Inc.* (2001), *Finding Nemo* (2003), *The Incredibles* (2004) and *Cars* (2006).



**November 18, 1996**

**Radio Disney premieres**

Radio Disney, a live, music-intensive radio network for children debuts, offering fun, high-energy entertainment and family-oriented programming for kids under the age of 12.



**November 1, 1996**

**ESPNEWS debuts**

ESPN, Inc., launches *ESPNEWS*, a 24-hour-a-day sports news network.



**May 22, 1996**

**Disney debuts on 5th Avenue**

The world's largest Disney Store to date, at 40,000 square feet, opens on New York's Fifth Avenue and sets the all-time record for single-day volume in a Disney Store. This is later renamed the "World of Disney" store, which reports under the Parks and Resorts segment, following the completion of the sale of the Disney Store North America to The Children's Place Retail Stores, Inc.



**February 22, 1996**

**Disney.com launched**

Disney Online launches Disney.com to provide interactive online access to a wealth of Disney information and services.





**February 9, 1996**

**Disney completes acquisition of ABC**

Disney completes the acquisition of ABC as approved by stockholders of both Disney and Capital Cities/ABC in their respective special meetings of shareholders held in January in New York City.



**July 31, 1995**

**Disney Announces its intention to buy Cap Cities/ABC**

The Walt Disney Company announces its intention to acquire Capital Cities/ABC for approximately \$19 billion.



**October 20, 1994**

**Euro Disney S.C.A refinanced**

The Walt Disney Company sells a portion of its shares in Euro Disney S.C.A., operator of Disneyland Paris, reducing its ownership interest to 39 percent.



**September 6, 1994**

**Disney Theme Parks pass a milestone**

Disney theme parks welcome their one-billionth guest.



**June 24, 1994**

**The Lion King debuts in theaters**

Walt Disney Pictures releases *The Lion King*.



**April 18, 1994**

**Disney is the Belle of Broadway**

Disney's first stage show, *Beauty and the Beast: A New Musical*, opens on Broadway, breaking attendance and box office records.



**April 3, 1994**

**Tragedy strikes The Walt Disney Company**

Frank Wells, President and Chief Operating Officer, dies.



**June 30, 1993**

**Miramax Films acquired**

The Walt Disney Company acquires Miramax Film Corp.



**April 12, 1992**

**Disneyland Paris opens**

Euro Disney (later renamed Disneyland Paris) opens 20 miles outside of Paris, France.



**May 6, 1991**

**The Walt Disney Company joins the Dow**

The Walt Disney Company replaces USX Corporation in the Dow Jones 30 Industrials.



**November 1, 1990**

**First international Disney Store opens**

The first international Disney Store opens on London's Regent Street.

**Eighties**



**November 6, 1989**

**Euro Disney S.C.A. shares offered**

Fifty-one percent of Euro Disney S.C.A.'s 170 million shares are offered to European investors at FF72 per share. A subsidiary of The Walt Disney Company owns the remaining 49 percent.



**May 1, 1989**

**Disney-MGM Studios and Pleasure Island premiere at WDW**

The Disney-MGM Studios Theme Park and the Pleasure Island entertainment complex open at Walt Disney World.



**January 21, 1988**

**Wrather Corporation acquired**

The Walt Disney Company acquires the Wrather Corporation, the assets of which include the Disneyland Hotel, for approximately \$161 million in cash and \$89 million in debt.



**March 28, 1987**

**The Disney Store debuts**

The first Disney Store opens at the Glendale Galleria in Glendale, Calif.



**February 6, 1986**

**The Walt Disney Company formed**

Walt Disney Productions changes its name to The Walt Disney Company.



**September 22, 1984**

**Disney enters a new era**

Walt Disney Productions welcomes Michael D. Eisner as Chairman and Chief Executive Officer and Frank G. Wells as President and Chief Operating Officer.

**June 8, 1984**

**Hostile take-over announced**

MM Acquisition Corporation announces its intent to take over and dismantle Walt Disney Productions by offering \$67.50 a share for Disney common stock.



**March 9, 1984**

**First Touchstone Picture makes a splash**

Touchstone Pictures releases its first film, *Splash*.



**April 18, 1983**

**Disney Channel debuts**

Disney Channel first broadcasts cable television programming.



**April 15, 1983**

**Tokyo Disneyland opens**

Tokyo Disneyland opens six miles from downtown Tokyo.



**April 1, 1983**

**Walt Disney Pictures incorporates**

Walt Disney Pictures is incorporated as a separate entity responsible for the development, production and marketing of all live-action films and commercial television programming.



**October 1, 1982**

**Epcot debuts at WDW**

Epcot opens at Walt Disney World.



**July 8, 1981**

**Walt Disney name acquired**

Walt Disney Productions acquires the rights to Walt Disney's name, likeness and portrait, as well as the steam train and monorail systems at Disneyland, from Retlaw for 888,461 shares of common stock, worth \$46.2 million.

**Seventies**



**December 20, 1971**

**Another legend passes**

Roy O. Disney dies.

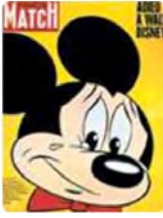


**October 1, 1971**

**Walt Disney World opens**

The Magic Kingdom opens at Walt Disney World.

## Sixties



**December 15, 1966**

### **The passing of a legend**

Walt Disney dies.

**February 3, 1965**

### **Walt Disney Productions consolidates again**

Walt Disney Productions acquires WED Enterprises from Walt Disney for approximately \$4 million.

**July 6, 1960**

### **Walt Disney Productions purchases remaining stake in Disneyland**

Walt Disney Productions, Inc. purchases the remaining 34.5 percent interest in Disneyland, Inc. for \$7.5 million.



## Fifties

**June 19, 1957**

### **Walt Disney Productions exercises Disneyland options**

Walt Disney Productions, Inc. exercises options to purchase an additional 31.0 percent stake in Disneyland, Inc. for \$528,810.

**October 3, 1955**

### **The Mickey Mouse Club airs on ABC**

*The Mickey Mouse Club* first airs on ABC.



**July 17, 1955**

### **An American original**

Disneyland first opens its gates in Anaheim, California. Walt Disney Productions invests \$500,000 to own 34.5 percent of Disneyland, Inc., the company that owns Disneyland.





**October 27, 1954**

**Disneyland television series debuts on ABC**

*Disneyland*, a one-hour weekly television series that ultimately aired for 29 seasons under six different titles, debuts on ABC.



**November 10, 1953**

**Premiere of *The Living Desert***

Walt Disney Productions' Buena Vista Pictures Distribution distributes its first film, *The Living Desert*.



**April 6, 1953**

**Retlaw Enterprises founded**

Retlaw Enterprises is founded as a private company solely owned by Walt Disney to control the merchandising rights to the name "Walt Disney."



**December 16, 1952**

**WED Enterprises founded**

WED Enterprises is founded as a private company owned solely by Walt Disney to design and create Disneyland.

**Forties**



**May 6, 1940**

**Walt Disney Productions moves to Burbank**

Walt Disney Productions, Ltd. completes its move to its new studio lot in Burbank, Calif. from Hollywood, Calif.



**April 2, 1940**

**First Preferred Shares issued**

Walt Disney Productions, Ltd. issues 155,000 shares of 6 percent cumulative convertible preferred stock in the over-the-counter market.

## Thirties

**September 29, 1938**

### **Walt Disney Productions, Ltd. consolidates**

Walt Disney Productions, Ltd. absorbs the three other Disney companies created in 1929.



**December 21, 1937**

### **Premiere of Snow White and the Seven Dwarfs**

Snow White and the Seven Dwarfs, the first feature-length animated film, premieres accompanied by the first comprehensive merchandise campaign.



**June 9, 1934**

### **Donald Duck debuts**

Donald Duck first appears in The Wise Little Hen.



**June 1, 1933**

### **First Mickey Mouse Watch Sold**

Ingersoll-Waterbury Co. makes history, selling the first Mickey Mouse watch.



**July 30, 1932**

### **Flowers and Trees premieres**

*Flowers and Trees*, the first full-color animated film, premieres and later earns Walt Disney his first Academy Award<sup>®</sup> for Best Cartoon Short Subject.



**May 25, 1932**

### **Goofy is introduced**

Disney introduces Goofy to the public in the cartoon short *Mickey's Revue*.



**September 5, 1930**

### **Pluto debuts**

Pluto makes his cartoon short debut in *The Chain Gang*.

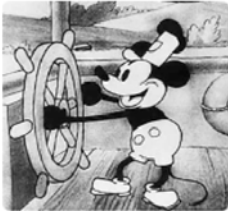
## Twenties



**December 16, 1929**

### **Walt Disney Productions, Ltd. formed**

The Disney Brothers partnership is replaced by Walt Disney Productions, Ltd.; Walt Disney Enterprises; Liled Realty and Investment Company; and the Disney Film Recording Company.



**November 18, 1928**

### **Steamboat Willie debuts**

Mickey and Minnie Mouse debut in *Steamboat Willie*, Disney's first animated film with sound effects and dialogue.



**October 16, 1923**

### **The Alice Comedies created**

Walter E. and Roy O. Disney establish The Disney Brothers Studio in a contract with M.J. Winkler for a series of animated short subjects entitled *The Alice Comedies*.



# Financials



## Financials

### Income Statements

#### The Walt Disney Company

#### Consolidated Statements of Income

(In millions, except per share data)

	2006	2005
Revenues:		
Media Networks	\$14,638	\$13,207
Parks and Resorts	9,925	9,023
Studio Entertainment	7,529	7,587
Consumer Products	2,193	2,127
Total revenues	\$34,285	\$31,944
Segment operating income <sup>1,2</sup> :		
Media Networks	\$3,610	\$3,209
Parks and Resorts	1,534	1,178
Studio Entertainment	729	207
Consumer Products	618	543
Total segment operating income	6,491	5,137
Corporate and unallocated shared expenses	(529)	(536)
Amortization of intangible assets	(11)	(11)
Gain on sale of equity investment and businesses	70	26
Restructuring and impairment (charges) and other credits, net	18	(32)
Net interest expense	(592)	(597)
Income before income taxes, minority interests and the cumulative effect of accounting change	5,447	3,987
Income taxes	(1,890)	(1,241)
Minority interests	(183)	(177)
Income before the cumulative effect of accounting change	3,374	2,569
Cumulative effect of accounting change:		
EITF D-108 Use of Residual Method to Value Acquired Assets Other than Goodwill	-	(36)
Net income	\$3,374	\$2,533

Earnings per share before the cumulative effect of accounting change:

Diluted <sup>3</sup>	\$1.64	\$1.24
Basic	\$1.68	\$1.27

Cumulative effect of accounting change per share:

EITF D-108 <i>Use of Residual Method to Value Acquired Assets Other than Goodwill</i>	-	\$(0.02)
---	---	----------

Earnings per share:

Diluted <sup>3</sup>	\$1.64	\$1.22
Basic	\$1.68	\$1.25

Average number of common and common equivalent shares outstanding:

Diluted	2,076	2,089
Basic	2,005	2,028

1. Segment operating income includes equity in the income of investees.
2. Segment operating income is not a financial measure defined by Generally Accepted Accounting Principles (GAAP). The associated GAAP measure is income before the cumulative effect of accounting changes. A reconciliation of the two income financial measures is noted above.
3. The calculation of diluted earnings per share assumes the conversion of the Company's convertible senior notes issued in April 2003 into 45 million shares of common stock, and adds back related after-tax interest expense of \$21 million for fiscal 2006 and 2005.

Depreciation expense is as follows:

Media Networks	\$187	\$182
Parks and Resorts		
Domestic	780	756
International	279	207
Studio Entertainment	30	26
Consumer Products	23	25
Segment depreciation expense	1,299	1,196
Corporate	126	132
Consolidated depreciation expense	\$1,425	\$1,328

Supplemental revenue, segment operating income, and depreciation expense detail for the Media Networks segment is as follows:

Revenues		
Cable Networks	\$8,001	\$7,262
Broadcasting	6,637	5,945
	<u>\$14,638</u>	<u>\$13,207</u>
Segment operating income		
Cable Networks	\$3,004	\$2,745
Broadcasting	606	464
	<u>\$3,610</u>	<u>\$3,209</u>
Depreciation expense		
Cable Networks	\$81	\$80
Broadcasting	106	102
	<u>\$187</u>	<u>\$182</u>

## Financials

### Balance Sheets

#### The Walt Disney Company

#### Consolidated Balance Sheets

(In millions, except per share data)

	9/30/06	10/1/05
<b>ASSETS</b>		
Current assets		
Cash and cash equivalents	\$2,411	\$1,723
Receivables	4,707	4,585
Inventories	694	626
Television costs	415	510
Deferred income taxes	592	749
Other current assets	743	652
Total current assets	9,562	8,845
Film and television costs	5,235	5,427
Investments	1,315	1,226
Parks, resorts and other property, at cost		
Attractions, buildings and equipment	28,843	27,570
Accumulated depreciation	(13,781)	(12,605)
	15,062	14,965
Projects in progress	913	874
Land	1,192	1,129
	17,167	16,968
Intangible assets, net	2,907	2,731
Goodwill	22,505	16,974
Other assets	1,307	987
	\$59,998	\$53,158
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>		
Current liabilities		
Accounts payable and other accrued liabilities	\$5,917	\$5,339

Current portion of borrowings	2,682	2,310
Unearned royalties and other advances	1,611	1,519
Total current liabilities	<u>10,210</u>	<u>9,168</u>
Borrowings	10,843	10,157
Deferred income taxes	2,651	2,430
Other long-term liabilities	3,131	3,945
Minority interests	1,343	1,248
Commitments and contingencies		
Shareholders' equity		
Preferred stock, \$0.01 par value		
Authorized - 100 million shares; Issued – none	-	-
Common Stock		
Common stock - \$0.01 par value		
Authorized - 3.6 billion shares		
Issued - 2.5 billion shares at September 30, 2006 and 2.2 billion at October 1, 2005	22,377	13,288
Retained earnings	20,630	17,775
Accumulated other comprehensive loss	(8)	(572)
	<u>42,999</u>	<u>30,491</u>
Treasury stock, at cost, 436.0 million shares at September 30, 2006 and 192.8 million shares at October 1, 2005	(11,179)	(4,281)
	<u>31,820</u>	<u>26,210</u>
	<u>\$59,998</u>	<u>\$53,158</u>

The footnotes to the financial statements are an integral part of the financial statements. Please refer to pages 76 - 114 of the 2006 10-K, which can be found [here](#).

## Financials

### Cash Flow Statements

#### The Walt Disney Company

#### Consolidated Statements of Cash Flows

(In millions)

	2006	2005
<b>OPERATING ACTIVITIES</b>		
Net income	\$3,374	\$2,533
Depreciation and amortization	1,436	1,339
Gains on sale of equity investment and businesses	(70)	(26)
Deferred income taxes	(136)	(262)
Equity in the income of investees	(473)	(483)
Cash distributions received from equity investees	458	402
Write-off of aircraft leveraged lease	-	101
Cumulative effect of accounting change	-	36
Minority interests	183	177
Net change in film and television costs	860	568
Equity based compensation	382	380
Other	(40)	(141)
Changes in operating assets and liabilities		
Receivables	(78)	(157)
Inventories	(63)	22
Other assets	(52)	(85)
Accounts payable and other accrued liabilities	299	(257)
Income taxes	(22)	122
Cash provided by operations	6,058	4,269
<b>INVESTING ACTIVITIES</b>		
Investments in parks, resorts and other property	(1,299)	(1,823)
Sales of investments	1,073	25
Working capital proceeds from The Disney Store North America sale	-	100
Sales of equity investment and businesses	81	29
Other	(82)	(22)
Cash used in investing activities	(227)	(1,691)

FINANCING ACTIVITIES

Commercial paper borrowings, net	85	654
Borrowings	2,806	422
Reduction of borrowings	(1,950)	(1,775)
Dividends	(519)	(490)
Repurchases of common stock	(6,898)	(2,420)
Euro Disney equity offering	-	171
Equity partner contributions	51	147
Exercise of stock options and other	1,282	394
Cash used in financing activities	<u>(5,143)</u>	<u>(2,897)</u>
Increase/(decrease) in cash and cash equivalents	688	(319)
Cash and cash equivalents, beginning of year	1,723	2,042
Cash and cash equivalents, end of year	<u>\$2,411</u>	<u>\$1,723</u>
Supplemental disclosure of cash flow information:		
Interest paid	<u>\$617</u>	<u>\$641</u>
Income taxes paid	<u>\$1,857</u>	<u>\$1,572</u>



## Financials

### Quarterly Statements

#### The Walt Disney Company

#### Consolidated Statements of Income

#### Fiscal 2006

(In millions, except per share data)

	Quarter Ended				Year Ended
	Dec 31	Apr 1	Jul 1	Sept 30	Sept 30
Revenues:					
Media Networks	\$3,674	\$3,551	\$3,740	\$3,673	\$14,638
Parks and Resorts	2,402	2,251	2,730	2,542	9,925
Studio Entertainment	2,045	1,774	1,705	2,005	7,529
Consumer Products	733	451	445	564	2,193
Total revenues	<u>\$8,854</u>	<u>\$8,027</u>	<u>\$8,620</u>	<u>\$8,784</u>	<u>\$34,285</u>
Segment operating income:					
Media Networks	\$606	\$969	\$1,152	\$883	\$3,610
Parks and Resorts	375	214	549	396	1,534
Studio Entertainment	128	147	240	214	729
Consumer Products	270	104	105	139	618
Total segment operating income <sup>1</sup>	<u>1,379</u>	<u>1,434</u>	<u>2,046</u>	<u>1,632</u>	<u>6,491</u>
Corporate and unallocated shared expenses	(104)	(138)	(119)	(168)	(529)
Amortization of intangible assets	(3)	(2)	(3)	(3)	(11)
Gain on sale of equity investment and businesses	70	-	-	-	70
Restructuring and impairment (charges) and other credits, net	-	-	18	-	18
Net interest expense	<u>(163)</u>	<u>(145)</u>	<u>(133)</u>	<u>(151)</u>	<u>(592)</u>
Income before income taxes, minority interests and the cumulative effect of accounting change	1,179	1,149	1,809	1,310	5,447
Income taxes	(429)	(404)	(611)	(446)	(1,890)

Minority interests	(16)	(12)	(73)	(82)	(183)
Net income	<u>\$734</u>	<u>\$733</u>	<u>\$1,125</u>	<u>\$782</u>	<u>\$3,374</u>

Earnings per share:

Diluted <sup>2, 3</sup>	<u>\$0.37</u>	<u>\$0.37</u>	<u>\$0.53</u>	<u>\$0.36</u>	<u>\$1.64</u>
Basic	<u>\$0.38</u>	<u>\$0.38</u>	<u>\$0.54</u>	<u>\$0.38</u>	<u>\$1.68</u>

Average number of common and common equivalent shares outstanding:

Diluted	<u>1,999</u>	<u>1,990</u>	<u>2,147</u>	<u>2,168</u>	<u>2,076</u>
Basic	<u>1,940</u>	<u>1,924</u>	<u>2,071</u>	<u>2,085</u>	<u>2,005</u>

1. Segment operating income is a non-GAAP financial measure. The associated GAAP financial measure is net income. A reconciliation of the two income financial measures is noted above.
2. Diluted earnings per share for the year does not equal the sum of the quarters due to rounding.
3. The calculation of diluted earnings per share assumes the conversion of the Company's convertible senior notes issued in April 2003 into 45 million shares of common stock, and adds back related after-tax interest expense of \$5 million, \$6 million, \$5 million, \$5 million and \$21 million for the first quarter, second quarter, third quarter, fourth quarter and the fiscal year, respectively.

Segment depreciation expense is as follows:

Media Networks	\$45	\$45	\$47	\$50	\$187
Parks and Resorts					
Domestic	209	200	199	172	780
International	68	68	71	72	279
Studio Entertainment	5	6	9	10	30
Consumer Products	5	5	5	8	23
Segment depreciation expense	<u>332</u>	<u>324</u>	<u>331</u>	<u>312</u>	<u>1,299</u>
Corporate	34	31	28	33	126
Consolidated depreciation expense	<u>\$366</u>	<u>\$355</u>	<u>\$359</u>	<u>\$345</u>	<u>\$1,425</u>

Supplemental revenue, segment operating income, and depreciation expense detail for the Media Networks segment is as follows:

Revenues

Cable Networks	\$1,865	\$1,772	\$2,164	\$2,200	\$8,001
Broadcasting	1,809	1,779	1,576	1,473	6,637
	<u>\$3,674</u>	<u>\$3,551</u>	<u>\$3,740</u>	<u>\$3,673</u>	<u>\$14,638</u>

Segment operating income

Cable Networks	\$372	\$809	\$969	\$854	\$3,004
Broadcasting	234	160	183	29	606
	<u>\$606</u>	<u>\$969</u>	<u>\$1,152</u>	<u>\$883</u>	<u>\$3,610</u>

Depreciation expense

Cable Networks	\$20	\$19	\$21	\$21	\$81
Broadcasting	25	26	26	29	106
	<u>\$45</u>	<u>\$45</u>	<u>\$47</u>	<u>\$50</u>	<u>\$187</u>

## Consolidated Statements of Income

### Fiscal 2005

(In millions, except per share data)

	Quarter Ended				Year Ended
	Jan 1	Apr 2	Jul 2	Oct 1	Oct 1
Revenues:					
Media Networks	\$3,461	\$3,008	\$3,386	\$3,352	\$13,207
Parks and Resorts	2,118	2,096	2,449	2,360	9,023
Studio Entertainment	2,362	2,260	1,462	1,503	7,587
Consumer Products	725	465	418	519	2,127
Total revenues	<u>\$8,666</u>	<u>\$7,829</u>	<u>\$7,715</u>	<u>\$7,734</u>	<u>\$31,944</u>
Segment operating income:					
Media Networks	\$565	\$806	\$1,092	\$746	\$3,209
Parks and Resorts	249	183	437	309	1,178
Studio Entertainment	323	241	(44)	(313)	207
Consumer Products	230	113	62	138	543
Total segment operating income <sup>1</sup>	<u>1,367</u>	<u>1,343</u>	<u>1,547</u>	<u>880</u>	<u>5,137</u>
Corporate and unallocated shared expenses	(124)	(118)	(137)	(157)	(536)
Amortization of intangible assets	(2)	(3)	(3)	(3)	(11)
Gain on sale of equity investment and businesses	-	-	26	-	26
Restructuring and impairment (charges) and other credits, net	(17)	(7)	(2)	(6)	(32)
Net interest expense	<u>(140)</u>	<u>(90)</u>	<u>(134)</u>	<u>(233)</u>	<u>(597)</u>
Income before income taxes, minority interests and the cumulative effect of accounting change	1,084	1,125	1,297	481	3,987
Income taxes	(372)	(414)	(439)	(16)	(1,241)
Minority interests	<u>(26)</u>	<u>(54)</u>	<u>(47)</u>	<u>(50)</u>	<u>(177)</u>
Income before income taxes, minority interests and the cumulative effect of accounting change	686	657	811	415	2,569
Cumulative effect of accounting change	-	-	-	(36)	(36)
Net income	<u>\$686</u>	<u>\$657</u>	<u>\$811</u>	<u>\$379</u>	<u>\$2,533</u>

Earnings per share (EPS):

Diluted EPS before the cumulative effect of accounting change <sup>2,3</sup>	\$0.33	\$0.31	\$0.39	\$0.20	\$1.24
Diluted EPS <sup>2</sup>	\$0.33	\$0.31	\$0.39	\$0.19	\$1.22
Basic EPS before the cumulative effect of accounting change	\$0.34	\$0.32	\$0.40	\$0.21	\$1.27
Basic EPS	\$0.34	\$0.32	\$0.40	\$0.19	\$1.25

Average number of common and common equivalent shares outstanding:

Diluted	2,107	2,114	2,096	2,053	2,089
Basic	2,042	2,044	2,031	1,995	2,028

1. Segment operating income is a non-GAAP financial measure. The associated GAAP financial measure is income before the cumulative effect of accounting change. A reconciliation of the two income financial measures is noted above.
2. Diluted EPS for year does not equal the sum of the quarters due to rounding.
3. The calculation of diluted earnings per share assumes the conversion of the Company's convertible senior notes issued in April 2003 into 45 million shares of common stock, and adds back related after-tax interest expense of \$5 million, \$6 million, \$5 million, \$5 million and \$21 million for the first quarter, second quarter, third quarter, fourth quarter and the fiscal year, respectively.

Segment depreciation expense is as follows:

Media Networks	\$43	\$44	\$46	\$49	\$182
Parks and Resorts					
Domestic	186	186	206	178	756
International	50	50	49	58	207
Studio Entertainment	5	9	6	6	26
Consumer Products	6	7	7	5	25
Segment depreciation expense	290	296	314	296	1,196
Corporate	34	31	33	34	132
Consolidated depreciation expense	\$324	\$327	\$347	\$330	\$1,328

Supplemental revenue, segment operating income, and depreciation expense detail for the Media Networks segment is as follows:

Revenues

Cable Networks	\$1,807	\$1,622	\$1,933	\$1,900	\$7,262
Broadcasting	1,654	1,386	1,453	1,452	5,945
	<u>\$3,461</u>	<u>\$3,008</u>	<u>\$3,386</u>	<u>\$3,352</u>	<u>\$13,207</u>

Segment operating income

Cable Networks	\$440	\$768	\$839	\$698	\$2,745
Broadcasting	125	38	253	48	464
	<u>\$565</u>	<u>\$806</u>	<u>\$1,092</u>	<u>\$746</u>	<u>\$3,209</u>

Depreciation expense

Cable Networks	\$17	\$20	\$21	\$22	\$80
Broadcasting	26	24	25	27	102
	<u>\$43</u>	<u>\$44</u>	<u>\$46</u>	<u>\$49</u>	<u>\$182</u>

## Financials

### Financial Ratios

#### The Walt Disney Company

#### Key Financials Ratios

Year Ended	2006
Segment operating performance	
Segment operating income <sup>1</sup> / Total revenues	18.9%
Income before income taxes <sup>2</sup> / Total revenues	15.4%
Net income / Total revenues	9.8%
Return on investment	
Net Income / Average shareholders' equity	11.6%
Net income / Average total assets	6.0%
Capital structure	
Borrowings / Average shareholders' equity	46.6%
Borrowings / Average total assets	23.9%
Borrowings / Total market capitalization	21.2%
Debt service coverage	
Income before net interest expense and income taxes <sup>3</sup> / Total gross interest expense	8.3 x
Income before net interest expense, income taxes, depreciation, and amortization <sup>4</sup> / Total gross interest expense	10.3 x

(1) - (4): Please see reconciliations page

#### AS REPORTED

segment operating income	\$6,491
total revenues	\$34,285
income before income taxes	\$5,264
income before net interest expense and income taxes	\$5,856
income before net interest expense, income taxes, depreciation, and amortization	\$7,292
net income	\$3,374

income taxes	\$1,890
net interest expense	\$592
gross interest expense	\$706
average shareholders' equity	\$29,015
average total assets	\$56,578
borrowings	\$13,525
average total book cap**	\$56,578
total market cap	\$63,736

\*\* Total book cap equals sum of Total Liabilities and Shareholder's' Equity



## Financials

### Stock Statistics

#### The Walt Disney Company

#### Disney Common Stock Statistics

Year Ended September 30	2006
Stock Price	
High	\$31.46
Low	\$22.89
Close (September 29, 2006)	\$30.91
Annual Cash Dividends Per Share <sup>1</sup>	\$0.31
Average Diluted Shares Outstanding (in millions)	2,076
Dividend Payout Ratio	<hr/> 19%
Dividend Yield	<hr/> 1%
Market Value of Equity (in millions)	\$63,736

1. The fiscal 2006 annual dividend was declared on November 28, 2006, payable on January 12, 2007, to Disney common stock shareholders at the close of business on December 15, 2006.

## Financials

### Reconciliations

1. Segment operating income is a non-GAAP financial measure. The associated GAAP financial measure is net income. Below is a reconciliation of the two income financial measures:

Segment operating income	\$6,491
Corporate and unallocated shared expenses	(529)
Amortization of intangible assets	(11)
Gain on sale of equity investment and businesses	70
Restructuring and impairment (charges) and other credits, net	18
Net interest expense	(592)
Income before income taxes and minority interests	5447
Income taxes	(1890)
Minority interests	(183)
Net income	\$3,374

2. Income before income taxes is a non-GAAP financial measure. The associated GAAP financial measure is net income. Below is a reconciliation of the two income financial measures:

Income before income taxes	\$5,264
Income taxes	(1890)
Net income	\$3,374

3. Income before net interest expense and income taxes is a non-GAAP financial measure. The associated GAAP financial measure is net income. Below is a reconciliation of the two income financial measures:

Income before net interest expenses and income taxes	\$5,856
Net interest expense	(592)
Income taxes	(1890)
Net income	\$3,374

4. Income before net interest expense, income taxes, depreciation, and amortization is a non-GAAP financial measure. The associated GAAP financial measure is net income. Below is a reconciliation of the two income financial measures:

Income before net interest expenses, income taxes, depreciation, and amortization	\$7,292
Net interest expense	(592)
Income Taxes	(1890)
Depreciation	(1425)
Amortization	(11)
Net income	<u>\$3,374</u>

\*Please note:

This Fact Book has been prepared by the Investor Relations group of The Walt Disney Company solely to provide information for shareholders and others interested in the Company. It is not intended to provide a basis for or be a recommendation with respect to investment decisions. All shareholders and potential investors should carefully review the Annual Report of the Company on Form 10-K and the other quarterly and periodic reports of the Company and other information filed by the Company with the Securities and Exchange Commission before making any investment decision. All information contained in this Fact Book is presented as of the date below, and the Company assumes no duty to confirm, revise or update the information.

December 31, 2006